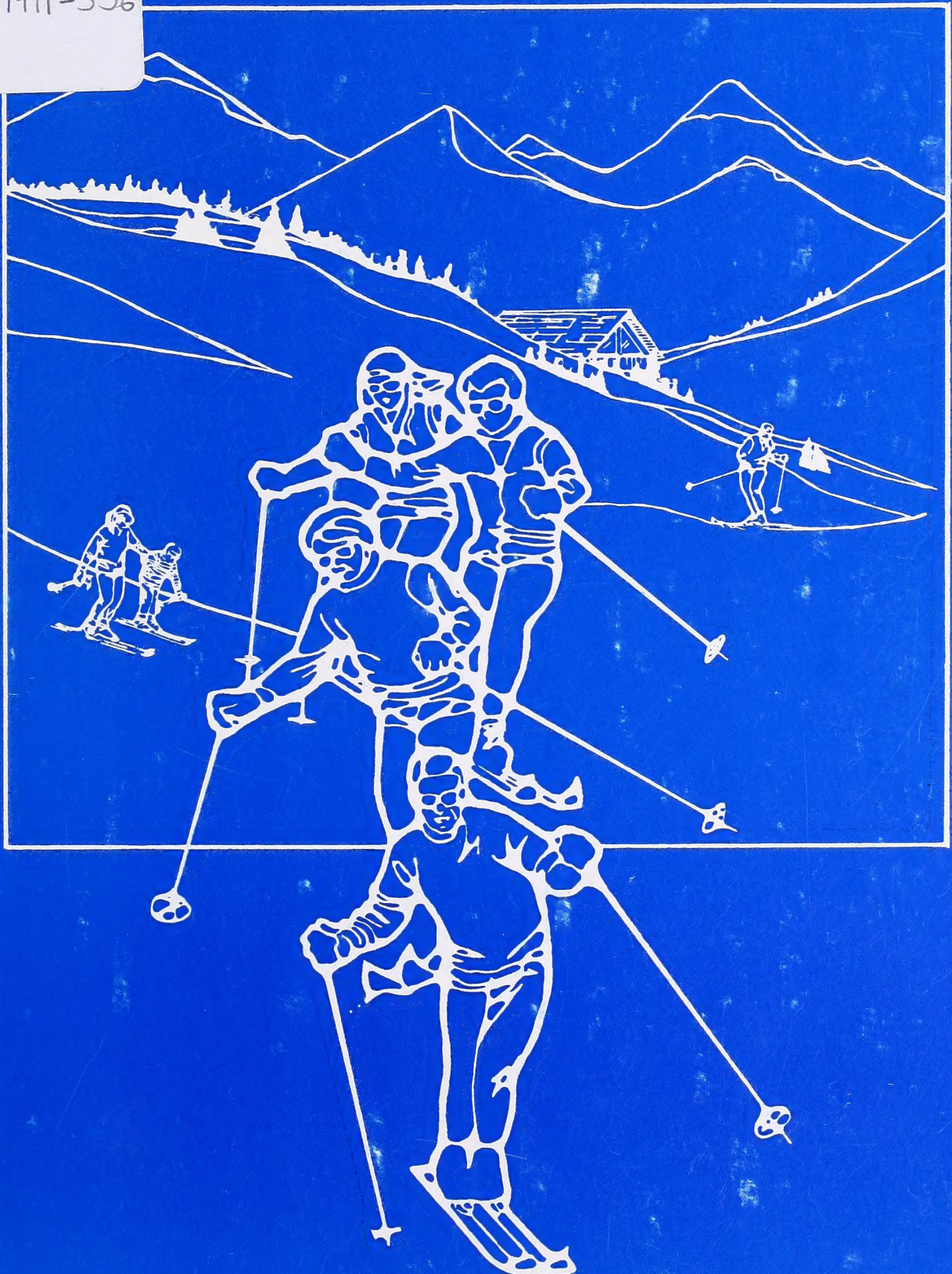


Alberta Downhill Ski Market Analysis

1983/84

Technical Appendix

AL. 2. 1991-556



TECHNICAL APPENDIX

ALBERTA DOWNHILL
SKI MARKET ANALYSIS

1983/84

Prepared for:

MANECON PARTNERSHIP

On behalf of:

TRAVEL ALBERTA

By:

MARKET FACTS OF CANADA LIMITED

TORONTO MONTREAL EDMONTON VANCOUVER

February, 1985

#9079

TO: HON. J. ROBERTSON

ALBERTA GOVERNMENT

SKI MARKET ANALYSIS

[REDACTED]

Prepared for:

MANICOM PARTNERS

On behalf of:

TRAVEL ALBERTA

by

MARKET FACTS OF CANADA LIMITED

TORONTO MONTREAL EDMONTON VANCOUVER

1980

February, 1981

TABLE OF CONTENTS

	<u>PAGE NUMBER</u>
1.0 INTRODUCTION	1
2.0 APPROACH	
2.1 Study method	2
2.2 Time frame	2
2.3 Sample size	5
3.0 RESIDENT SKIERS	
3.1 Sample design	7
3.1.1 Household selection	7
3.1.2 Respondent selection	8
3.2 Data collection	21
4.0 NON-RESIDENT SKIERS	
4.1 Sample design	28
4.2 Data collection	31
5.0 PROJECTION: RESIDENT SKIERS	
5.1 Projecting skier days	37
5.1.1 Qualification rate	41
5.1.2 Number of qualified households	42
5.1.3 Qualified skiers per household	43
5.1.4 Projection factor for skier days	44
5.1.5 Start-up	47
5.2 Adjusted projections of skier days	48
5.3 Projecting expenditures	50
5.4 Projecting number of skiers	51
5.4.1 Unduplicated count	51
5.4.2 Skier projection factor	54
6.0 PROJECTION: NON-RESIDENT SKIERS	
6.1 Projecting skier days	56
6.2 Projecting skiers	60
6.3 Projecting expenditures	60

TABLE OF CONTENTS (cont'd)

	<u>PAGE NUMBER</u>
7.0 DEFINITIONS	
7.1 Destinations	61
7.2 Origins of Albertan residents	62
7.3 Socio-economic status	63
7.4 Life stage	64
7.5 Period skied	65
APPENDIX 1 - SURVEY QUESTIONNAIRES	
2 - SAMPLE DEMOGRAPHY	

1.0 INTRODUCTION

The 1983/84 Alberta Downhill Ski Market Analysis study was designed to obtain data on downhill skiing by Alberta residents and non-residents. Data were collected on days skied, locations skied, length of last trip, and particulars of the last trip such as type of accommodation, mode of travel, use of package, trip and discretionary expenditures, number of household members in party, and socio-economic classification.

In designing the methodology for this study particular importance was attached to obtaining respondents' recall of recent activities. Accordingly the skiing season was divided into five periods, interviews were spread throughout the year and respondents reported on the most recent period in which they had skied. The aim was to obtain projectable data with a minimum of recall/memory error.

2.0 APPROACH

2.1 Study method

This study involved two parts:

- Telephone interviews with Alberta resident skiers
- On-site personal interviews with non-resident skiers at four. Rocky Mountain ski (RMS) resorts.

2.2 Time frame

For the purpose of reporting skiing the ski season was divided into five periods (all dates are inclusive):

- Start-Up (reported skiing between start of season and December 26, 1984)
- Christmas/New Year (reported skiing between December 27, 1983 and January 2, 1984)
- Early Winter (reported skiing between January 3, 1984 and February 6, 1984)
- Late Winter (reported skiing between February 7, 1984 and March 16, 1984)
- Spring (reported skiing between March 17, 1984 and April 30, 1984).

On-site interviews (with non-resident skiers) were conducted during the Christmas/New Year, Early Winter, Late Winter and Spring periods.

Telephone interviews (with resident skiers) were conducted in four waves timed to reflect skiing activity in the preceding reporting periods listed above; i.e.:

- Wave 1 - Post Christmas/New Year

Telephone interviews conducted between January 4, 1984 and January 19, 1984.

- Wave 2 - Post Early Winter

Telephone interviews conducted between February 6, 1984 and February 14, 1984.

- Wave 3 - Post Late Winter

Telephone interviews conducted between March 19, 1984 and April 5, 1984.

- Wave 4 - Post Spring

Telephone interviews conducted between April 16, 1984 and May 3, 1984.

As pre-testing was still being completed, there was no specific interview wave conducted to cover the start-up reporting period.

Waves of interviewing were used to minimize the memory/recall demands made on participants. It is known that recall generally deteriorates with time, therefore responses obtained close to the actual downhill skiing experience would be expected to contain less recall error than responses obtained some time after downhill skiing (e.g. waves should introduce less recall error than end of season interviewing).

The problem of interviewing in waves, and defining reporting periods, is that the incidence of qualified respondents declines as the reporting period shortens. It will be harder to find respondents who have downhill skied in a specific reporting period than to find respondents who have downhill skied any time in the season.

To meet this problem the following procedure was adopted. Households were first qualified by asking whether any household member over the age of 12 had downhill skied this season. Within each qualified household an eligible respondent (i.e. a person over the age of 12 who had downhill skied this season) was selected (details of the selection process appear in 3.1.2 below). The eligible respondent was asked to report on his or her downhill skiing activities in the most recent reporting period during which he or she had downhill skied.

For example, if a household telephoned in Wave 3 (Post Late Winter) reported that some household members over age 12 had downhill skied this season, one of these downhill skiing household members would become the designated respondent. That designated respondent would be asked whether he or she had downhill skied between February 7 and March 16 (Late Winter). If the respondent had not downhill skied in that period he or she would be asked about the period January 3 to February 6 (Early Winter); if the respondent had not downhill skied in that period, he or she would be asked about December 27 to January 2 (Christmas/New Year). If the respondent had not downhill skied in any of these periods, he or she would be asked about the period from the start of the season to December 26 (Start-Up).

Respondents who had downhill skied but not in the most recent reporting period are termed "passbacks" in this report. These passbacks are not used in determining period by period incidence of downhill skiing, but are used in describing downhill skier and skier day characteristics (this process is discussed in more detail in 5.0 below). The advantage of the passback procedure is that all respondents report on their most recent downhill skiing experience, but the cost of contacting those who have not downhill skied in the most recent reporting period is not wasted. This procedure realises substantial savings as the season progresses (e.g. respondents interviewed in Spring may have no Spring downhill skiing to report, but can contribute by reporting their earlier skiing experiences). While passbacks have a longer recall period than non-passbacks (and their reports could therefore be expected to contain greater memory/recall error), they are reporting on their most recent downhill skiing which can be expected to be salient for them and thus less prone to memory/recall error. In practice there was no evidence that passbacks suffered greater memory/recall error than other respondents (see 5.2 below).

2.3 Sample size

A total of 707 usable interviews were conducted with resident Albertan downhill skiers; 185 were passbacks, 522 reported downhill skiing in the most recent reporting period.

In addition 1,116 usable interviews were conducted with non-residents skiing in Alberta on the four Rocky Mountain Ski hills as follows:

Sunshine Village	321
Skiing Louise	372
Mt. Norquay	191
Marmot Basin	232

3.0 RESIDENT SKIERS

3.1 Sample design

This sample was a multi-stage probability sample. In the first stage a random sample of Albertan households with listed telephone numbers was drawn. In the second stage a qualified respondent within the household was randomly selected.

3.1.1 Household selection

The master frame consisted of residential numbers in all Alberta telephone directories. After duplicate listings of certain communities had been deleted, all Alberta directories (white pages only) were combined into a single master directory for the Province. As always with telephone directory samples, unlisted households (whether voluntarily unlisted or unlisted as a result of recent relocation) are automatically excluded from selection and multiple listed households have an increased probability of selection.

Computer generated random numbers were used to select page numbers from the master directory and within each selected page to select a starting column and line. One thousand such random starting points were selected. Each starting point and the next nine telephone numbers were chosen. This provided a sample of 10,000 telephone numbers. The order of these numbers within the frame then was randomised.

3.1.2 Respondent selection

If a household qualified (i.e. at least one person in the household, over the age of 12, had skied this season), a respondent was randomly selected using one of the modified Trolldahl-Carter grids (see Exhibit 1). This required that the interviewer asked the person answering the phone "How many people in your household aged 12 years and older have downhill skied this season" and "how many of these are male." The answers to these questions provided the interviewer with a specific designated respondent who was an active skier. Only that person could be interviewed within that household. No interview could be conducted with any other household member. If the designated respondent was unavailable an appointment was made to call back at another time.

There were twelve Trolldahl-Carter grids in all. Each questionnaire had one grid attached. Grids were rotated evenly across the sample. Across all grids every qualified downhill skier within the household had an equal probability of becoming the designated respondent (the only exception being households with seven or more active downhill skiing members over the age of 12).

EXHIBIT 1 - MODIFIED TROLDAHL-CARTER

TWELVE VERSIONS OF RESPONDENT SELECTION GRID

Good _____ . I'm _____ of Market Facts of Canada Limited
and we're doing a study about winter recreation and would like you to help us.

- 1a) First of all, including yourself and any babies, how many people in total are living in your household at the present time?

WRITE IN NUMBER HERE

--	--

- 1b) Now including yourself, how many people are there living in your household who have downhill skied either last season or this season?

WRITE IN NUMBER HERE

--	--

IF "NONE", TERMINATE AND RECORD

- 1c) How many of these downhill skiers are under the age of twelve?

0 1 2 3 4 5 6 7 8 or more (SPECIFY) _____

IF NUMBER IN QU.1c SAME AS NUMBER IN QU.1b, TERMINATE AND RECORD

- 1d) How many people in your household aged twelve years and older have downhill skied this season before January second? (CIRCLE ONE NUMBER BELOW)

IF "NONE", TERMINATE AND RECORD

QU.1d GRID 1

		# OF SKIERS					
CIRCLE ONE NUMBER →	0	1	2	3	4	5	6 7 8 9 or more
QU.1e	NUMBER OF MALES	FEMALE SKIER	OLDER FEMALE SKIER	OLDEST FEMALE SKIER	OLDEST FEMALE SKIER	OLDEST FEMALE SKIER	OLDEST FEMALE SKIER
	0						
	1	MALE SKIER	MALE SKIER	MALE SKIER	MALE SKIER	MALE SKIER	MALE SKIER
	2	X	OLDER MALE SKIER	OLDER MALE SKIER	OLDER MALE SKIER	OLDER MALE SKIER	OLDER MALE SKIER
	3	X	X	OLDEST MALE SKIER	OLDEST MALE SKIER	OLDEST MALE SKIER	OLDEST MALE SKIER
	4	X	X	X	OLDEST MALE SKIER	OLDEST MALE SKIER	OLDEST MALE SKIER
	5	X	X	X	X	OLDEST MALE SKIER	OLDEST MALE SKIER
6 7 8 9 or more	X	X	X	X	X	X	OLDEST MALE SKIER

IF MORE THAN ONE SKIER, ASK:

- 1e) And how many of these are male? (CIRCLE ONE NUMBER)

For this study we can choose only one person in each household. May I speak to the (PERSON INDICATED ON GRID)? (IF PERSON YOU ARE TALKING TO IS NOT THE QUALIFIED RESPONDENT SAY:) By the way, what is his/her first name?

RECORD HERE →

Good _____ . I'm _____ of Market Facts of Canada Limited and we're doing a study about winter recreation and would like you to help us.

- 1a) First of all, including yourself and any babies, how many people in total are living in your household at the present time?

WRITE IN NUMBER HERE →

- 1b) Now including yourself, how many people are there living in your household who have downhill skied either last season or this season?

WRITE IN NUMBER HERE →

IF "NONE", TERMINATE AND RECORD

- 1c) How many of these downhill skiers are under the age of twelve?

0 1 2 3 4 5 6 7 8 or more (SPECIFY) _____

IF NUMBER IN QU.1c SAME AS NUMBER IN QU.1b, TERMINATE AND RECORD

- 1d) How many people in your household aged twelve years and older have downhill skied this season before January second? (CIRCLE ONE NUMBER BELOW)

IF "NONE", TERMINATE AND RECORD

QU.1d GRID 1

		# OF SKIERS						
		0	1	2	3	4	5	6 7 8 9 or more
QU.1e	NUMBER OF MALES							
	0	FEMALE SKIER	YOUNGER FEMALE SKIER	2ND OLDEST FEMALE SKIER	2ND OLDEST FEMALE SKIER	2ND OLDEST FEMALE SKIER	2ND OLDEST FEMALE SKIER	2ND OLDEST FEMALE SKIER
	1	MALE SKIER	FEMALE SKIER	OLDER FEMALE SKIER	OLDEST FEMALE SKIER	OLDEST FEMALE SKIER	OLDEST FEMALE SKIER	OLDEST FEMALE SKIER
	2		YOUNGER MALE SKIER	FEMALE SKIER	OLDER FEMALE SKIER	OLDEST FEMALE SKIER	OLDEST FEMALE SKIER	OLDEST FEMALE SKIER
	3			2ND OLDEST MALE SKIER	FEMALE SKIER	OLDER FEMALE SKIER	OLDEST FEMALE SKIER	OLDEST FEMALE SKIER
	4				2ND OLDEST MALE SKIER	FEMALE SKIER	OLDER FEMALE SKIER	OLDEST FEMALE SKIER
	5					2ND OLDEST MALE SKIER	FEMALE SKIER	OLDEST FEMALE SKIER
6 7 8 9 or more							2ND OLDEST MALE SKIER	

IF MORE THAN ONE SKIER, ASK:

- 1e) And how many of these are male? (CIRCLE ONE NUMBER)

For this study we can choose only one person in each household. May I speak to the (PERSON INDICATED ON GRID)? (IF PERSON YOU ARE TALKING-TO IS NOT THE QUALIFIED RESPONDENT SAY:) By the way, what is his/her first name?

RECORD HERE → _____

Good _____. I'm _____ of Market Facts of Canada Limited and we're doing a study about winter recreation and would like you to help us.

- 1a) First of all, including yourself and any babies, how many people in total are living in your household at the present time?

WRITE IN NUMBER HERE →

- 1b) Now including yourself, how many people are there living in your household who have downhill skied either last season or this season?

WRITE IN NUMBER HERE →

IF "NONE", TERMINATE AND RECORD

- 1c) How many of these downhill skiers are under the age of twelve?

0 1 2 3 4 5 6 7 8 or more (SPECIFY) _____

IF NUMBER IN QU.1c SAME AS NUMBER IN QU.1b, TERMINATE AND RECORD

- 1d) How many people in your household aged twelve years and older have downhill skied this season before January second? (CIRCLE ONE NUMBER BELOW)

IF "NONE", TERMINATE AND RECORD

QU.1d GRID 3

		# OF SKIERS						
		0	1	2	3	4	5	6 7 8 9 or more
QU.1e	NUMBER OF MALES							
	0	FEMALE SKIER	OLDER FEMALE SKIER	YOUNGEST FEMALE SKIER	3RD OLDEST FEMALE SKIER	3RD OLDEST FEMALE SKIER	3RD OLDEST FEMALE SKIER	
	1	MALE SKIER	MALE SKIER	YOUNGER FEMALE SKIER	2ND OLDEST FEMALE SKIER	2ND OLDEST FEMALE SKIER	2ND OLDEST FEMALE SKIER	
	2		OLDER MALE SKIER	YOUNGER MALE SKIER	YOUNGER MALE SKIER	YOUNGER MALE SKIER	YOUNGER MALE SKIER	
	3			YOUNGEST MALE SKIER	2ND OLDEST MALE SKIER	2ND OLDEST MALE SKIER	2ND OLDEST MALE SKIER	
	4				3RD OLDEST MALE SKIER	2ND OLDEST MALE SKIER	2ND OLDEST MALE SKIER	
	5					3RD OLDEST MALE SKIER	2ND OLDEST MALE SKIER	
6 7 8 9 or more							3RD OLDEST MALE SKIER	

IF MORE THAN ONE SKIER, ASK:

- 1e) And how many of these are male? (CIRCLE ONE NUMBER)

For this study we can choose only one person in each household. May I speak to the (PERSON INDICATED ON GRID)? (IF PERSON YOU ARE TALKING TO IS NOT THE QUALIFIED RESPONDENT SAY:) By the way, what is his/her first name?

RECORD HERE → _____

Good _____, I'm _____ of Market Facts of Canada Limited and we're doing a study about winter recreation and would like you to help us.

- 1a) First of all, including yourself and any babies, how many people in total are living in your household at the present time?

WRITE IN NUMBER HERE →

- 1b) Now including yourself, how many people are there living in your household who have downhill skied either last season or this season?

WRITE IN NUMBER HERE →

IF "NONE", TERMINATE AND RECORD

- 1c) How many of these downhill skiers are under the age of twelve?

0 1 2 3 4 5 6 7 8 or more (SPECIFY) _____

IF NUMBER IN QU.1c SAME AS NUMBER IN QU.1b, TERMINATE AND RECORD

- 1d) How many people in your household aged twelve years and older have downhill skied this season before January second? (CIRCLE ONE NUMBER BELOW)

IF "NONE", TERMINATE AND RECORD

QU.1d GRID 4

		# OF SKIERS						
		0	1	2	3	4	5	6 7 8 9 or more
CIRCLE ONE NUMBER →	NUMBER OF MALES							
	0	FEMALE SKIER	YOUNGER FEMALE SKIER	OLDEST FEMALE SKIER	YOUNGEST FEMALE SKIER	4TH OLDEST FEMALE SKIER	4TH OLDEST FEMALE SKIER	
	1	MALE SKIER	FEMALE SKIER	MALE SKIER	YOUNGEST FEMALE SKIER	3RD OLDEST FEMALE SKIER	3RD OLDEST FEMALE SKIER	
	2		YOUNGER MALE SKIER	OLDER MALE SKIER	YOUNGER FEMALE SKIER	2ND OLDEST FEMALE SKIER	2ND OLDEST FEMALE SKIER	
	3			OLDEST MALE SKIER	YOUNGEST MALE SKIER	YOUNGER FEMALE SKIER	2ND OLDEST FEMALE SKIER	
	4				YOUNGEST MALE SKIER	3RD OLDEST MALE SKIER	YOUNGER FEMALE SKIER	
	5					4TH OLDEST MALE SKIER	3RD OLDEST MALE SKIER	
6 7 8 9 or more							4TH OLDEST MALE SKIER	

IF MORE THAN ONE SKIER, ASK:

- 1e) And how many of these are male? (CIRCLE ONE NUMBER)

For this study we can choose only one person in each household. May I speak to the (PERSON INDICATED ON GRID)? (IF PERSON YOU ARE TALKING TO IS NOT THE QUALIFIED RESPONDENT SAY:) By the way, what is his/her first name?

RECORD HERE → _____

Good _____. I'm _____ of Market Facts of Canada Limited and we're doing a study about winter recreation and would like you to help us.

- 1a) First of all, including yourself and any babies, how many people in total are living in your household at the present time?

WRITE IN NUMBER HERE →

--	--

- 1b) Now including yourself, how many people are there living in your household who have downhill skied either last season or this season?

WRITE IN NUMBER HERE →

--	--

IF "NONE", TERMINATE AND RECORD

- 1c) How many of these downhill skiers are under the age of twelve?

0 1 2 3 4 5 6 7 8 or more (SPECIFY) _____

IF NUMBER IN QU.1c SAME AS NUMBER IN QU.1b, TERMINATE AND RECORD

- 1d) How many people in your household aged twelve years and older have downhill skied this season before January second? (CIRCLE ONE NUMBER BELOW)

IF "NONE", TERMINATE AND RECORD

		QU.1d						GRID 5			
		# OF SKIERS									
CIRCLE ONE NUMBER →		0	1	2	3	4	5	6	7	8	
		9 or more									
QU.1e	NUMBER OF MALES	FEMALE SKIER	OLDER FEMALE SKIER	2ND OLDEST FEMALE SKIER	OLDEST FEMALE SKIER	YOUNGEST FEMALE SKIER	5TH OLDEST FEMALE SKIER				
	0										
	1	MALE SKIER	MALE SKIER	OLDER FEMALE SKIER	MALE SKIER	YOUNGEST FEMALE SKIER	4TH OLDEST FEMALE SKIER				
	2			OLDER MALE SKIER	FEMALE SKIER	OLDER MALE SKIER	YOUNGEST FEMALE SKIER	3RD OLDEST FEMALE SKIER			
	3				2ND OLDEST MALE SKIER	OLDEST MALE SKIER	YOUNGEST MALE SKIER	YOUNGEST MALE SKIER			
	4					OLDEST MALE SKIER	YOUNGEST MALE SKIER	3RD OLDEST MALE SKIER			
	5						YOUNGEST MALE SKIER	4TH OLDEST MALE SKIER			
6 7 8 9 or more								5TH OLDEST MALE SKIER			

IF MORE THAN ONE SKIER, ASK:

- 1e) And how many of these are male? (CIRCLE ONE NUMBER)

For this study we can choose only one person in each household. May I speak to the (PERSON INDICATED ON GRID)? (IF PERSON YOU ARE TALKING TO IS NOT THE QUALIFIED RESPONDENT SAY:) By the way, what is his/her first name?

RECORD HERE →

--

Good _____. I'm _____ of Market Facts of Canada Limited and we're doing a study about winter recreation and would like you to help us.

- 1a) First of all, including yourself and any babies, how many people in total are living in your household at the present time?

WRITE IN NUMBER HERE →

- 1b) Now including yourself, how many people are there living in your household who have downhill skied either last season or this season?

WRITE IN NUMBER HERE →

IF "NONE", TERMINATE AND RECORD

- 1c) How many of these downhill skiers are under the age of twelve?

0 1 2 3 4 5 6 7 8 or more (SPECIFY) _____

IF NUMBER IN QU.1c SAME AS NUMBER IN QU.1b, TERMINATE AND RECORD

- 1d) How many people in your household aged twelve years and older have downhill skied this season before January second? (CIRCLE ONE NUMBER BELOW)

IF "NONE", TERMINATE AND RECORD

		QU.1d # OF SKIERS						GRID 6
		0	1	2	3	4	5	6 7 8 9 or more
QU.1e	NUMBER OF MALES							
	0	FEMALE SKIER	YOUNGER FEMALE SKIER	YOUNGEST FEMALE SKIER	2ND OLDEST FEMALE SKIER	OLDEST FEMALE SKIER	YOUNGEST FEMALE SKIER	
	1	MALE SKIER	FEMALE SKIER	YOUNGER FEMALE SKIER	OLDEST FEMALE SKIER	MALE SKIER	YOUNGEST FEMALE SKIER	
	2		YOUNGER MALE SKIER	YOUNGER MALE SKIER	OLDER FEMALE SKIER	OLDER MALE SKIER	YOUNGEST FEMALE SKIER	
	3			YOUNGEST MALE SKIER	FEMALE SKIER	OLDEST MALE SKIER	YOUNGEST FEMALE SKIER	
	4				2ND OLDEST MALE SKIER	OLDEST MALE SKIER	YOUNGEST MALE SKIER	
	5					OLDEST MALE SKIER	YOUNGEST MALE SKIER	
	6 7 8 9 or more						YOUNGEST MALE SKIER	

IF MORE THAN ONE SKIER, ASK:

- 1e) And how many of these are male? (CIRCLE ONE NUMBER)

For this study we can choose only one person in each household. May I speak to the (PERSON INDICATED ON GRID)? (IF PERSON YOU ARE TALKING TO IS NOT THE QUALIFIED RESPONDENT SAY:) By the way, what is his/her first name?

RECORD HERE → _____

Good _____. I'm _____ of Market Facts of Canada Limited and we're doing a study about winter recreation and would like you to help us.

- 1a) First of all, including yourself and any babies, how many people in total are living in your household at the present time?

WRITE IN NUMBER HERE →

- 1b) Now including yourself, how many people are there living in your household who have downhill skied either last season or this season?

WRITE IN NUMBER HERE →

IF "NONE", TERMINATE AND RECORD

- 1c) How many of these downhill skiers are under the age of twelve?

0 1 2 3 4 5 6 7 8 or more (SPECIFY) _____

IF NUMBER IN QU.1c SAME AS NUMBER IN QU.1b, TERMINATE AND RECORD

- 1d) How many people in your household aged twelve years and older have downhill skied this season before January second? (CIRCLE ONE NUMBER BELOW)

IF "NONE", TERMINATE AND RECORD

		QU.1d # OF SKIERS						GRID 7
		0	1	2	3	4	5	6 7 8 9 or more
QU.1e	NUMBER OF MALES 0	FEMALE SKIER	OLDER FEMALE SKIER	OLDEST FEMALE SKIER	3RD OLDEST FEMALE SKIER	OLDEST FEMALE SKIER	OLDEST FEMALE SKIER	
	1	MALE SKIER	MALE SKIER	MALE SKIER	2ND OLDEST FEMALE SKIER	OLDEST FEMALE SKIER	MALE SKIER	
	2		OLDER MALE SKIER	OLDER MALE SKIER	YOUNGER MALE SKIER	OLDEST FEMALE SKIER	OLDER MALE SKIER	
	3			OLDEST MALE SKIER	2ND OLDEST MALE SKIER	OLDER FEMALE SKIER	OLDEST MALE SKIER	
	4				3RD OLDEST MALE SKIER	FEMALE SKIER	OLDEST MALE SKIER	
	5					OLDEST MALE SKIER	OLDEST MALE SKIER	
	6 7 8 9 or more						OLDEST MALE SKIER	

IF MORE THAN ONE SKIER, ASK:

- 1e) And how many of these are male? (CIRCLE ONE NUMBER)

For this study we can choose only one person in each household. May I speak to the (PERSON INDICATED ON GRID)? (IF PERSON YOU ARE TALKING TO IS NOT THE QUALIFIED RESPONDENT SAY:) By the way, what is his/her first name?

RECORD HERE → _____

1a) First of all, including yourself and any babies, how many people in total are living in your household at the present time?

WRITE IN NUMBER HERE

--	--

- 1b) Now including yourself, how many people are there living in your household who have downhill skied either last season or this season?

WRITE IN NUMBER HERE

--	--

1c) How many of these downhill skiers are under the age of twelve?

0 1 2 3 4 5 6 7 8 or more (SPECIFY)

IF NUMBER IN QU.1c SAME AS NUMBER IN QU.1b, TERMINATE AND RECORD

- 1d) How many people in your household aged twelve years and older have downhill skied this season before January second? (CIRCLE ONE NUMBER BELOW)

IF "NONE", TERMINATE AND RECORD

		QU.1d						GRID 8
		# OF SKIERS						
CIRCLE ONE NUMBER →		0	1	2	3	4	5	6 7 8 9 or more
QU.1e	NUMBER OF MALES	FEMALE SKIER	YOUNGER FEMALE SKIER	2ND OLDEST FEMALE SKIER	YOUNGEST FEMALE SKIER	2ND OLDEST FEMALE SKIER	2ND OLDEST FEMALE SKIER	
	0							
	1	MALE SKIER	FEMALE SKIER	OLDER FEMALE SKIER	YOUNGEST FEMALE SKIER	2ND OLDEST FEMALE SKIER	OLDEST FEMALE SKIER	
	2	X	YOUNGER MALE SKIER	FEMALE SKIER	YOUNGER FEMALE SKIER	YOUNGER MALE SKIER	OLDEST FEMALE SKIER	
	3	X	X	2ND OLDEST MALE SKIER	YOUNGEST MALE SKIER	2ND OLDEST MALE SKIER	OLDEST FEMALE SKIER	
	4	X	X	X	YOUNGEST MALE SKIER	2ND OLDEST MALE SKIER	OLDER FEMALE SKIER	
	5	X	X	X	X	2ND OLDEST MALE SKIER	FEMALE SKIER	
6 7 8 9 or more	X	X	X	X	X	2ND OLDEST MALE SKIER		

IF MORE THAN ONE SKIER, ASK:

- 1e) And how many of these are male? (CIRCLE ONE NUMBER)

For this study we can choose only one person in each household. May I speak to the (PERSON INDICATED ON GRID)? (IF PERSON YOU ARE TALKING TO IS NOT THE QUALIFIED RESPONDENT SAY:) By the way, what is his/her first name?

RECORD HERE

Good _____ . I'm _____ of Market Facts of Canada Limited and we're doing a study about winter recreation and would like you to help us.

- 1a) First of all, including yourself and any babies, how many people in total are living in your household at the present time?

WRITE IN NUMBER HERE →

- 1b) Now including yourself, how many people are there living in your household who have downhill skied either last season or this season?

WRITE IN NUMBER HERE →

IF "NONE", TERMINATE AND RECORD

- 1c) How many of these downhill skiers are under the age of twelve?

0 1 2 3 4 5 6 7 8 or more (SPECIFY) _____

IF NUMBER IN QU.1c SAME AS NUMBER IN QU.1b, TERMINATE AND RECORD

- 1d) How many people in your household aged twelve years and older have downhill skied this season before January second? (CIRCLE ONE NUMBER BELOW)

IF "NONE", TERMINATE AND RECORD

		QU.1d						GRID 9
		# OF SKIERS						
CIRCLE ONE NUMBER →		0	1	2	3	4	5	6 7 8 9 or more
QU.1e	NUMBER OF MALES	FEMALE SKIER	OLDER FEMALE SKIER	YOUNGEST FEMALE SKIER	OLDEST FEMALE SKIER	3RD OLDEST FEMALE SKIER	3RD OLDEST FEMALE SKIER	
	0							
	1	MALE SKIER	MALE SKIER	YOUNGER FEMALE SKIER	MALE SKIER	3RD OLDEST FEMALE SKIER	2ND OLDEST FEMALE SKIER	
	2		OLDER MALE SKIER	YOUNGER MALE SKIER	OLDER MALE SKIER	2ND OLDEST FEMALE SKIER	YOUNGER MALE SKIER	
	3			YOUNGEST MALE SKIER	OLDEST MALE SKIER	YOUNGER FEMALE SKIER	2ND OLDEST MALE SKIER	
	4				OLDEST MALE SKIER	3RD OLDEST MALE SKIER	2ND OLDEST MALE SKIER	
	5					3RD OLDEST MALE SKIER	2ND OLDEST MALE SKIER	
6 7 8 9 or more							3RD OLDEST MALE SKIER	

IF MORE THAN ONE SKIER, ASK:

- 1e) And how many of these are male? (CIRCLE ONE NUMBER)

For this study we can choose only one person in each household. May I speak to the (PERSON INDICATED ON GRID)? (IF PERSON YOU ARE TALKING TO IS NOT THE QUALIFIED RESPONDENT SAY:) By the way, what is his/her first name?

RECORD HERE → _____

Good _____. I'm _____ of Market Facts of Canada Limited and we're doing a study about winter recreation and would like you to help us.

- 1a) First of all, including yourself and any babies, how many people in total are living in your household at the present time?

WRITE IN NUMBER HERE →

- 1b) Now including yourself, how many people are there living in your household who have downhill skied either last season or this season?

WRITE IN NUMBER HERE →

IF "NONE", TERMINATE AND RECORD

- 1c) How many of these downhill skiers are under the age of twelve?

0 1 2 3 4 5 6 7 8 or more (SPECIFY) _____

IF NUMBER IN QU.1c SAME AS NUMBER IN QU.1b, TERMINATE AND RECORD

- 1d) How many people in your household aged twelve years and older have downhill skied this season before January second? (CIRCLE ONE NUMBER BELOW)

IF "NONE", TERMINATE AND RECORD

QU.1d GRID 10

		# OF SKIERS						
		0	1	2	3	4	5	6 7 8 9 or more
QU.1e	NUMBER OF MALES		FEMALE SKIER	YOUNGER FEMALE SKIER	OLDEST FEMALE SKIER	2ND OLDEST FEMALE SKIER	4TH OLDEST FEMALE SKIER	4TH OLDEST FEMALE SKIER
	0							
	1	MALE SKIER	FEMALE SKIER	MALE SKIER	OLDEST FEMALE SKIER	YOUNGEST FEMALE SKIER	3RD OLDEST FEMALE SKIER	
	2			YOUNGER MALE SKIER	OLDER MALE SKIER	OLDER FEMALE SKIER	YOUNGEST FEMALE SKIER	2ND OLDEST FEMALE SKIER
	3				OLDEST MALE SKIER	FEMALE SKIER	YOUNGEST MALE SKIER	2ND OLDEST FEMALE SKIER
	4					2ND OLDEST MALE SKIER	YOUNGEST MALE SKIER	YOUNGER FEMALE SKIER
	5						4TH OLDEST MALE SKIER	3RD OLDEST MALE SKIER
6 7 8 9 or more							4TH OLDEST MALE SKIER	

IF MORE THAN ONE SKIER, ASK:

- 1e) And how many of these are male? (CIRCLE ONE NUMBER)

For this study we can choose only one person in each household. May I speak to the (PERSON INDICATED ON GRID)? (IF PERSON YOU ARE TALKING TO IS NOT THE QUALIFIED RESPONDENT SAY:) By the way, what is his/her first name?

RECORD HERE → _____

Good _____. I'm _____ of Market Facts of Canada Limited and we're doing a study about winter recreation and would like you to help us.

- 1a) First of all, including yourself and any babies, how many people in total are living in your household at the present time?

WRITE IN NUMBER HERE →

- 1b) Now including yourself, how many people are there living in your household who have downhill skied either last season or this season?

WRITE IN NUMBER HERE →

IF "NONE", TERMINATE AND RECORD

- 1c) How many of these downhill skiers are under the age of twelve?

0 1 2 3 4 5 6 7 8 or more (SPECIFY) _____

IF NUMBER IN QU.1c SAME AS NUMBER IN QU.1b, TERMINATE AND RECORD

- 1d) How many people in your household aged twelve years and older have downhill skied this season before January second? (CIRCLE ONE NUMBER BELOW)

IF "NONE", TERMINATE AND RECORD

		QU.1d GRID 11 # OF SKIERS						
CIRCLE ONE NUMBER →		0	1	2	3	4	5	6 7 8 9 or more
QU.1e	NUMBER OF MALES							
	0	FEMALE SKIER	OLDER FEMALE SKIER	2ND OLDEST FEMALE SKIER	3RD OLDEST FEMALE SKIER	YOUNGEST FEMALE SKIER	5TH OLDEST FEMALE SKIER	
	1	MALE SKIER	MALE SKIER	OLDER FEMALE SKIER	2ND OLDEST FEMALE SKIER	MALE SKIER	4TH OLDEST FEMALE SKIER	
	2		OLDER MALE SKIER	FEMALE SKIER	YOUNGER MALE SKIER	YOUNGER MALE SKIER	3RD OLDEST FEMALE SKIER	
	3			2ND OLDEST MALE SKIER	2ND OLDEST MALE SKIER	OLDEST MALE SKIER	YOUNGEST MALE SKIER	
	4				3RD OLDEST MALE SKIER	OLDEST MALE SKIER	3RD OLDEST MALE SKIER	
	5					YOUNGEST MALE SKIER	4TH OLDEST MALE SKIER	
6 7 8 9 or more							5TH OLDEST MALE SKIER	

IF MORE THAN ONE SKIER, ASK:

- 1e) And how many of these are male? (CIRCLE ONE NUMBER)

For this study we can choose only one person in each household. May I speak to the (PERSON INDICATED ON GRID)? (IF PERSON YOU ARE TALKING TO IS NOT THE QUALIFIED RESPONDENT SAY:) By the way, what is his/her first name?

RECORD HERE → _____

Good _____. I'm _____ of Market Facts of Canada Limited and we're doing a study about winter recreation and would like you to help us.

- 1a) First of all, including yourself and any babies, how many people in total are living in your household at the present time?

WRITE IN NUMBER HERE →

--	--

- 1b) Now including yourself, how many people are there living in your household who have downhill skied either last season or this season?

WRITE IN NUMBER HERE →

--	--

IF "NONE", TERMINATE AND RECORD

- 1c) How many of these downhill skiers are under the age of twelve?

0 1 2 3 4 5 6 7 8 or more (SPECIFY) _____

IF NUMBER IN QU.1c SAME AS NUMBER IN QU.1b, TERMINATE AND RECORD

- 1d) How many people in your household aged twelve years and older have downhill skied this season before January second? (CIRCLE ONE NUMBER BELOW)

IF "NONE", TERMINATE AND RECORD

		QU.1d # OF SKIERS						GRID 12
		0	1	2	3	4	5	6 7 8 9 or more
QU.1e	NUMBER OF MALES							
	0	FEMALE SKIER	YOUNGER FEMALE SKIER	YOUNGEST FEMALE SKIER	YOUNGEST FEMALE SKIER	YOUNGEST FEMALE SKIER	YOUNGEST FEMALE SKIER	YOUNGEST FEMALE SKIER
	1	MALE SKIER	FEMALE SKIER	YOUNGER FEMALE SKIER	YOUNGEST FEMALE SKIER	YOUNGEST FEMALE SKIER	YOUNGEST FEMALE SKIER	YOUNGEST FEMALE SKIER
	2		YOUNGER MALE SKIER	YOUNGER MALE SKIER	YOUNGER FEMALE SKIER	YOUNGEST FEMALE SKIER	YOUNGEST FEMALE SKIER	
	3			YOUNGEST MALE SKIER	YOUNGEST MALE SKIER	YOUNGER FEMALE SKIER	YOUNGEST FEMALE SKIER	
	4				YOUNGEST MALE SKIER	FEMALE SKIER	YOUNGEST MALE SKIER	
	5					YOUNGEST MALE SKIER	YOUNGEST MALE SKIER	
6 7 8 9 or more							YOUNGEST MALE SKIER	

IF MORE THAN ONE SKIER, ASK:

- 1e) And how many of these are male? (CIRCLE ONE NUMBER)

For this study we can choose only one person in each household. May I speak to the (PERSON INDICATED ON GRID)? (IF PERSON YOU ARE TALKING TO IS NOT THE QUALIFIED RESPONDENT SAY:) By the way, what is his/her first name?

RECORD HERE →

3.2 Data collection

All interviews with resident skiers were conducted from Market Facts' Edmonton CLT (Central Location Telephone Interviewing) facility under the supervision of the Edmonton field manager. The questionnaires used appear in Appendix 1. The field manager was personally briefed and then briefed all interviewers. In particular, the interviewers were familiar with the key distinction between "days skied" as used in Questions 3b to 3f and "last trip" as used in Questions 3g and subsequently. During the interview, interviewers checked and queried total days skied, days skied at weekend and days skied during the week for mutual consistency and against days skied at specific destinations. Supervision and monitoring of interviews were on going throughout the fieldwork.

In each of the four data collection periods (Waves 1 to 4) telephone numbers were drawn from the frame until 175 completed interviews had been obtained. All numbers taken from the frame were dialled up to three times. Interviews were spread as evenly as possible over weekday evenings (i.e. Monday to Thursday). The actual distribution of completed interviews obtained was:

Monday	170
Tuesday	167
Wednesday	179
Thursday	196
	<hr/>
	712*

The disposition of attempts by interview period and respondent origin appears in Exhibit 2.

* 707 questionnaires were usable.

EXHIBIT 2

TOTAL DISPOSITION OF TELEPHONE ATTEMPTS

	#	<u>%</u>	
<u>Total telephone numbers attempted</u>	<u>9575</u>	<u>100</u>	
<u>Eligibility not determined</u>	<u>4528</u>	<u>47</u>	
Number disconnected/not in service	1077		
Number changed	85		
Business number	104		
Answering service	53		
No answer/busy after 3 attempts	875		
Language problem	84		
Household/respondent refusal - eligibility not determined	2206		
Other	44		
<u>Eligibility determined</u>	<u>5047</u>	<u>53</u>	<u>100</u>
<u>Not qualified</u>	<u>4112</u>		<u>81</u>
Qu.1b - No one skied downhill last or this season	3474		69
Qu.1c - All skiers under 12 years	53		1
Qu.1d - Not skied this season	526		10
Qu.2a - Selected respondent under 12 years	8		-
Qu.2b - Selected respondent did not ski this season	51		1
<u>Qualified</u>	<u>935</u>		<u>19</u>
Qualified respondent not available after 3 attempts	147		3
Eligible respondent refusal	56		1
Mid-interview termination	25		1
<u>Completed interview</u>	<u>707</u>		<u>14</u>

EXHIBIT 2A

DISPOSITION OF HOUSEHOLD CONTACTS - CALGARY AND REGION

	POST HOLIDAY		POST EARLY WINTER		POST LATE WINTER		POST SPRING		TOTAL	
	#	%	#	%	#	%	#	%	#	%
Total households contacted	635	100	340	100	226	100	232	100	1433	100
Not qualified	530	83	265	78	139	62	151	65	1085	76
Qu.1b - No one skied downhill last or this season	409	64	220	65	120	53	124	54	873	61
Qu.1c - All skiers under 12 years	6	1	4	1	4	2	7	3	21	1
Qu.1d - Not skied this season	104	16	38	11	13	6	17	7	172	12
Qu.2a - Selected respondent under 12 years	2	-	-	-	-	-	1	-	3	-
Qu.2b - Selected respondent did not ski this season	9	2	3	1	2	1	2	1	16	1
Qualified	105	17	75	22	87	38	81	35	348	24
Qualified respondent not available after three attempts	21	3	6	2	14	6	13	6	54	4
Eligible respondent refusal	1	-	-	-	18	8	4	2	23	2
Mid-interview termination	4	1	4	1	1	-	1	-	10	1
Completed interview	79	13	65	19	54	24	63	27	261	18

EXHIBIT 2B

DISPOSITION OF HOUSEHOLD CONTACTS - EDMONTON AND OTHER CENTRES

	POST HOLIDAY		POST EARLY WINTER		POST LATE WINTER		POST SPRING		TOTAL	
	#	%	#	%	#	%	#	%	#	%
<u>Total households contacted</u>	609	100	650	100	310	100	245	100	1814	100
<u>Not qualified</u>	535	88	536	82	225	73	175	71	1471	81
Qu.1b - No one skied downhill last or this season	433	71	458	70	186	60	151	62	1228	68
Qu.1c - All skiers under 12 years	8	1	3	-	4	1	2	1	17	1
Qu.1d - Not skied this season	84	14	70	11	32	10	18	7	204	11
Qu.2a - Selected respondent under 12 years	-	-	2	-	-	-	1	-	3	-
Qu.2b - Selected respondent did not ski this season	10	2	3	-	3	1	3	1	19	1
<u>Qualified</u>	74	12	114	18	85	27	70	29	343	19
Qualified respondent not available after three attempts	11	2	16	2	15	5	11	4	53	3
Eligible respondent refusal	3	-	2	-	8	3	6	2	19	1
Mid-interview termination	7	1	4	1	-	-	-	-	11	1
<u>Completed interview</u>	53	9	92	14	62	20	53	22	260	14

EXHIBIT 2C

DISPOSITION OF HOUSEHOLD CONTACTS - REGIONAL MARKET

	POST HOLIDAY		POST EARLY WINTER		POST LATE WINTER		POST SPRING		TOTAL	
	#	%	#	%	#	%	#	%	#	%
<u>Total households contacted</u>	<u>556</u>	<u>100</u>	<u>148</u>	<u>100</u>	<u>227</u>	<u>100</u>	<u>301</u>	<u>100</u>	<u>1232</u>	<u>100</u>
<u>Not qualified</u>	<u>512</u>	<u>92</u>	<u>131</u>	<u>89</u>	<u>175</u>	<u>77</u>	<u>238</u>	<u>79</u>	<u>1056</u>	<u>86</u>
Qu.1b - No one skied downhill last or this season	436	78	112	76	158	70	212	70	918	75
Qu.1c - All skiers under 12 years	4	1	1	1	2	1	4	1	11	1
Qu.1d - Not skied this season	60	11	18	12	14	6	21	7	113	9
Qu.2a - Selected respondent under 12 years	1	-	-	-	1	-	-	-	2	-
Qu.2b - Selected respondent did not ski this season	11	2	-	-	-	-	1	-	12	1
<u>Qualified</u>	<u>44</u>	<u>8</u>	<u>17</u>	<u>11</u>	<u>52</u>	<u>23</u>	<u>63</u>	<u>21</u>	<u>176</u>	<u>14</u>
Qualified respondent not available after three attempts	7	1	2	1	7	3	11	4	27	2
Eligible respondent refusal	-	-	-	-	6	3	2	1	8	1
Mid-interview termination	4	1	-	-	-	-	-	-	4	-
<u>Completed interview</u>	<u>33</u>	<u>6</u>	<u>15</u>	<u>10</u>	<u>39</u>	<u>17</u>	<u>50</u>	<u>17</u>	<u>137</u>	<u>11</u>

EXHIBIT 2D

DISPOSITION OF HOUSEHOLD CONTACTS - HINTERLAND

	<u>POST HOLIDAY</u>		<u>POST EARLY WINTER</u>		<u>POST LATE WINTER</u>		<u>POST SPRING</u>		<u>TOTAL</u>	
	#	%	#	%	#	%	#	%	#	%
<u>Total households contacted</u>	271	100	69	100	108	100	120	100	568	100
<u>Not qualified</u>	259	96	62	90	84	78	95	79	500	88
Qu.1b - No one skied downhill last or this season	236	87	60	87	71	66	88	73	455	80
Qu.1c - All skiers under 12 years	1	-	-	-	1	1	2	2	4	1
Qu.1d - Not skied this season	19	7	2	3	11	10	5	4	37	7
Qu.2a - Selected respondent under 12 years	-	-	-	-	-	-	-	-	-	-
Qu.2b - Selected respondent did not ski this season	3	1	-	-	1	1	-	-	4	1
<u>Qualified</u>	12	4	7	10	24	22	25	21	68	12
Qualified respondent not available after three attempts	4	1	2	3	3	3	4	3	13	2
Eligible respondent refusal	-	-	-	-	5	5	1	1	6	1
Mid-interview termination	-	-	-	-	-	-	-	-	-	-
<u>Completed interview</u>	8	3	5	7	16	15	20	17	49	9

Each questionnaire was individually reviewed by the project management team. This led to the exclusion of a few professional skiers and some recoding of expenditure items (for example, when lift ticket costs were clearly the cost of a season ticket and not solely related to the last trip). In future the questionnaire should screen to exclude respondents employed by ski operators; additional questions also should be considered to accommodate season or weekly pass users.

4.0 NON-RESIDENT SKIERS

4.1 Sample design

Interviews with non-resident skiers were confined to Skiing Louise, Sunshine Village, Marmot Basin and Mount Norquay, these being identified as the major destinations for non-Albertan skiers.

Interview dates for each location were selected by a stratified random sampling procedure. No interviews were conducted during Start-Up. All days within each of the four interviewing periods (Christmas/New Year, Early Winter, Late Winter and Spring) were listed sequentially as week-days (Monday-Friday) or weekends (Saturday and Sunday). This produced eight frames - Early Winter weekday, Early Winter weekend, Late Winter weekday, etc. Within each of these frames days were numbered sequentially, except for the last day which was reserved as a final substitute for "down" days.

Thirty-two random numbers were generated to select four dates from each of the eight frames (as some of the random numbers could be the same, it was possible for the same date to be selected more than once). The four resorts were numbered from 1 to 4; the first number drawn from each of the eight frames was assigned to the resort numbered "1", the second to the resort numbered "2", etc. This ensured that for each resort, within each period, every weekday and every weekend day had an equal probability of selection as an interviewing date.

If interviewing could not take place on an assigned date (i.e. it was a "down day", defined as lifts not starting until afternoon, or other external conditions, such as extreme cold, prevented interviewing), the next available date within the same

frame was substituted. In this way a weekday upon which interviewing cannot take place is substituted by the next weekday not already selected for interviewing; a weekend day upon which interviewing cannot take place was substituted by the next weekend day.

Substitutions for the selected day took place at:

Marmot Basin: February 10th was selected for interviewing but ski races were taking place and no staff was available for interviewing; February 13th was substituted.

Sunshine Village: February 12th was selected for interviewing but staff involvement in anniversary events scheduled during the week of February 6-12 prevented interviewing; February 18th was substituted (the next available weekend-day).

Interviewing dates and locations are shown in Exhibit 3.

EXHIBIT 3

SCHEDULE FOR NON-RESIDENT (ON-SITE) INTERVIEWS

<u>Location</u>	<u>Date</u>		<u>Interviewing period</u>
<u>Skiing Louise</u>	Dec. 29/83	Christmas/	Weekday
	Dec. 31/83	New Year	Weekend
	Jan. 22/84	Early Winter	Weekend
	Feb. 2		Weekday
	March 3	Late Winter	Weekend
	March 13		Weekday
	March 17	Spring	Weekend
	April 5		Weekday

EXHIBIT 3 (cont'd)

SCHEDULE FOR NON-RESIDENT (ON-SITE) INTERVIEW

<u>Location</u>	<u>Date</u>		<u>Interviewing period</u>
<u>Sunshine Village</u>	Dec. 28/83	Christmas/	Weekday
	Dec. 31/83	New Year	Weekend
	Jan. 14/84	Early Winter	Weekend
	Jan. 27		Weekday
	Feb. 18	Late Winter	Weekend
	March 8		Weekday
	March 25	Spring	Weekend
	March 30		Weekday
<u>Mt. Norquay</u>	Dec. 28/83	Christmas/	Weekday
	Dec. 31/83	New Year	Weekend
	Jan. 15/84	Early Winter	Weekend
	Jan. 23		Weekday
	Feb. 11	Late Winter	Weekend
	March 14		Weekday
	March 20	Spring	Weekday
	March 24		Weekend
<u>Marmot Basin</u>	Dec. 27/83	Christmas/	Weekday
	Dec. 31/83	New Year	Weekend
	Jan. 21/84	Early Winter	Weekend
	Jan. 31		Weekday
	Feb. 13	Late Winter	Weekday
	Feb. 19		Weekend
	April 8	Spring	Weekend
	April 11		Weekday

4.2 Data collection

For each location one full team of a supervisor and three or four interviewers was recruited and trained. Interviewers were supplied by the ski hill operators from among their employees. Supervisors' instructions and interviewers' instructions appear in Exhibits 4 and 5. The questionnaire used appears in Appendix 1.

For projection purposes a census was attempted at each location on the interview dates. The aim was to determine the total number of skiers that day and the percentage that were non-residents. Originally, the plan was to "tag" skiers at the point where they purchased their tickets, using one colour for non-residents to identify them for a follow-up interview and another colour for residents to indicate they had been counted. The starting and ending inventories of tags, by colour, would have determined the counts for the day. The plan, however, was opposed by some operators. (Another time, this method has sufficient merit to try again, particularly if the tags were attached to the lift tickets in advance of sale.) An alternative was tested, using special cold weather felt tip pens to mark lift tickets, but was cumbersome and costly, and did not provide the quick identification that was required. The heavy flow of skiers at peak arrival times overwhelmed the number of interviewers that were provided or available (their official duties included ski patrol and ticket checking), so that a complete census was not possible. In practice the number of skiers on the hill each day was supplied by the operator from ski ticket sales. The percentage of non-resident skiers was estimated from the sample screened by interviewers at each location.

EXHIBIT 4

SUPERVISOR'S INSTRUCTIONS

Non-Resident Skiers Study #9079

1. Please brief each time there are new interviewers or new census counters.
2. For the Census Recording Sheet please be sure the counters fill in the boxes across the page and that every box is checked within the appropriate column.
On the Census Recording sheet it is no longer required to ask where the out of province skiers are from, a check mark will suffice. Be careful to check legibly.
3. The census is very important and must be done accurately.
4. Please start the census when the first lift or gondola goes into operation first thing in the morning of the interviewing day.
5. The interviewers should start interviewing at as many different locations as possible as soon as there are skiers on the hill in the morning. In cases where people are doing both jobs they can start interviewing after the census is complete.
6. Be sure to have enough staff so that people can be relieved in extreme cold weather.
7. The questionnaire will be on two types of paper. The card questionnaires are to be for outdoor interviews and the paper questionnaires for inside interviews.
8. Please call the Calgary Supervisor when you have a tally for "In Province", "Out of Province", the sites count for that interviewing day and a total of your completed interviews. It is very important that we have these counts as we must know the progress being made on the study.
9. There is no need to record the number of contacts made and the outcome of each contact on the recording sheet for the actual interviewing part of this study.
10. Before you hand out the Census Recording Sheet be sure to number each one and have all of them returned to you at the end of the day. Do not throw any blank sheets away. Return all sheets to the Calgary Supervisor. Keep track of how many sheets you've numbered and the range for each interviewing day. Include this with your progress report.

INTERVIEWER'S INSTRUCTIONSTHIS IS IMPORTANT

1. Read instructions fully with your questionnaire beside you, before attempting to conduct an interview.
2. Always use a pencil - never a ballpoint or pen.
3. Be sure to circle only the correct number that is beside the answer given to the question asked.
4. Always read the questions exactly as they are written on the questionnaire.
5. All questions asked must have an answer or explanation why they are not answered.
6. Deadline date must be met.
7. If you have contracted to do this study, it must be completed according to instructions, or payment can be withheld.
8. If any problems arise, contact your supervisor.
9. 20% verification is conducted on all your work.
10. In questions where we have not provided you with a list of possible answers, we ask that all answers be recorded verbatim. Also, we must get the person to explain why he/she means in his/her 'own words'. This is very important because we cannot assume what the respondent is saying. The word we apply to obtaining full and meaningful answers is 'PROBE'. Anytime you see 'PROBE' try to get as much information as possible, without suggesting your own view or ideas.

TYPE OF STUDY

This is a personal study to be conducted at four ski resorts; Sunshine, Marmot, Norquay, Lake Louise.

WHOM TO INTERVIEW

Interviews are to be conducted with NON-RESIDENTS OF ALBERTA who are 12 years of age and older, both males and females. These people will be identified with pink tags pinned to their tow tag.

RECORDING SHEET

It is important that the recording sheet is filled out correctly and accurately. Each person you contact must be recorded under the proper column.

Time - Record the time at 30 minute intervals.

Refused - Screening - The contact must have listened to the introduction and refused.

Refused - Term. Qu. ____ - Record any mid-interview termination by writing in the question number.

Disqualified - Lives in Alberta - Qu.1a.

Disqualified - Under 12 years of age Qu.1b.

Oriental language problem - Record.

Other language problem - Record.

Already contacted - Record.

Other - Please specify.

Completed - Record when interview is completed.

TOP SHEET

It is important that information required is filled out correctly. Be sure to record which site you are at the location of interview, which country, province or state the respondent is from.

Record the time started, time finished.

Record when the interview was conducted, on a weekday, or weekend.

Record what time period the interview was conducted:

Christmas/New Year - December 27-31, January 2

Early Winter - January 3 to February 7

Winter - February 8-March 7

Spring - March 18-April 30

QUESTION BY QUESTION ANALYSIS

Read introduction - IF INTERVIEWING HAS BEEN CONDUCTED IN AREA EARLIER IN WEEK OR BEFORE, ASK: second part of the introduction. If code "1" THANK, TERMINATE AND RECORD.

Qu.1a If code "1" TERMINATE AND RECORD.

Qu.1b SHOW LIST. IF CODE "1" TERMINATE AND RECORD.

Qu.2a Circle appropriate answer code.

Qu.2b READ LIST - CIRCLE ONE.

Qu.3a READ LIST - RECORD NUMBER in box provided.

Qu.3c READ LIST - CIRCLE ONE. If other specify on line provided .

Qu.3d Write number in box provided.

Qu.3e READ LIST - CIRCLE AS MANY AS MENTIONED. Specify on line provided.

Qu.4a If code "2" SKIP TO QU.5a.

Qu.4b WRITE IN on line provided.

Qu.4c WRITE IN AMOUNT in box provided.

Qu.4d WRITE IN AMOUNT in box provided.

Qu.4e WRITE IN AMOUNT in box provided.

Qu.5a WRITE IN AMOUNT in box provided.

Qu.5b WRITE IN AMOUNT in box provided.

Qu.6a Record response on lines provided.

FOR EACH AREA MENTIONED IN QU.6a ASK:

Qu.6b RECORD NUMBER in box provided for each response in Qu.6a.

Qu.6c CIRCLE AS MANY AS MENTIONED.

Qu.7a Record answer word for word in box provided. Probe for a complete and meaningful answer.

Qu.7b Read each statement - circle one answer code only.

Qu.7c Record answer in box provided.

Qu.A READ LIST - CIRCLE ONE.

Qu.B PLEASE DESCRIBE FULLY.

Qu.C DO NOT READ LIST - CIRCLE ONE ONLY.

- Qu.D READ LIST - CIRCLE ONE.
- Qu.E READ LIST - CIRCLE ONE.
- Qu.F READ LIST - CIRCLE ONE.
- Qu.G WRITE IN NUMBER in box provided.
- Qu.H SHOW LIST - CIRCLE ONE.

RECORD SEX.

ASK AND RECORD ON TOP PAGE :

NAME

ADDRESS

COUNTRY OF RESIDENCE

TELEPHONE NUMBER

SITE

LOCATION OF INTERVIEW

TIME STARTED AND FINISHED

QUOTAS

SIGN THE QUESTIONNAIRE

THANK RESPONDENT.

Systematic sampling was attempted but pre-testing showed that the uneven flow of skiers, their enthusiasm, weather conditions and the specific layout of the ski facilities prevented reliable systematic sampling. Interviewers were instructed to move around different points within and outside the ski facilities and to interview only one member of each party. The supervisor monitored compliance with these requests. Exhibit 6 shows that interviews were indeed, spread around the facilities (multiple mentions in Exhibit 6 indicated that interviewers even followed respondents during the interview). The use of non-professional interviewers required close supervision and frequent rebriefing and even retraining. As a result it is likely that minority groups, particularly those with language problems, may be underrepresented in the achieved sample.

All questionnaires were individually reviewed by the project management team for inconsistencies. If these could not be clearly resolved the inconsistent data was recoded as missing, or if necessary the interview was excluded.

EXHIBIT 6

TOTAL INTERVIEW LOCATIONS

	Non-resident <u>total</u>
Analyzed respondents	1,116*
Maze	76
Cable car	205
Lower area	119
Upper area	322
Restaurant	233
Ticket area	19
Hotel	11
Other	173
Not stated	16

* Adds to more than total because interviewers moved with respondents.

5.0 PROJECTION: RESIDENT SKIERS

5.1 Projecting skier days

Four geographic origin zones were defined: Calgary and region (local) market, Edmonton and other centres (secondary) market, regional market and hinterland (see map provided by Travel Alberta in Exhibit 7a). Telephone exchanges were mapped onto these zones as closely as possible, allowing each telephone interview to be assigned to a zone (see Exhibit 7b). As it was expected that skiing behaviour would differ across zones and time periods, projections from the sample to total skier days were made within each zone and within each reporting period separately. Projection factors and weights were defined accordingly.

Market Areas in Alberta

EXHIBIT 7A

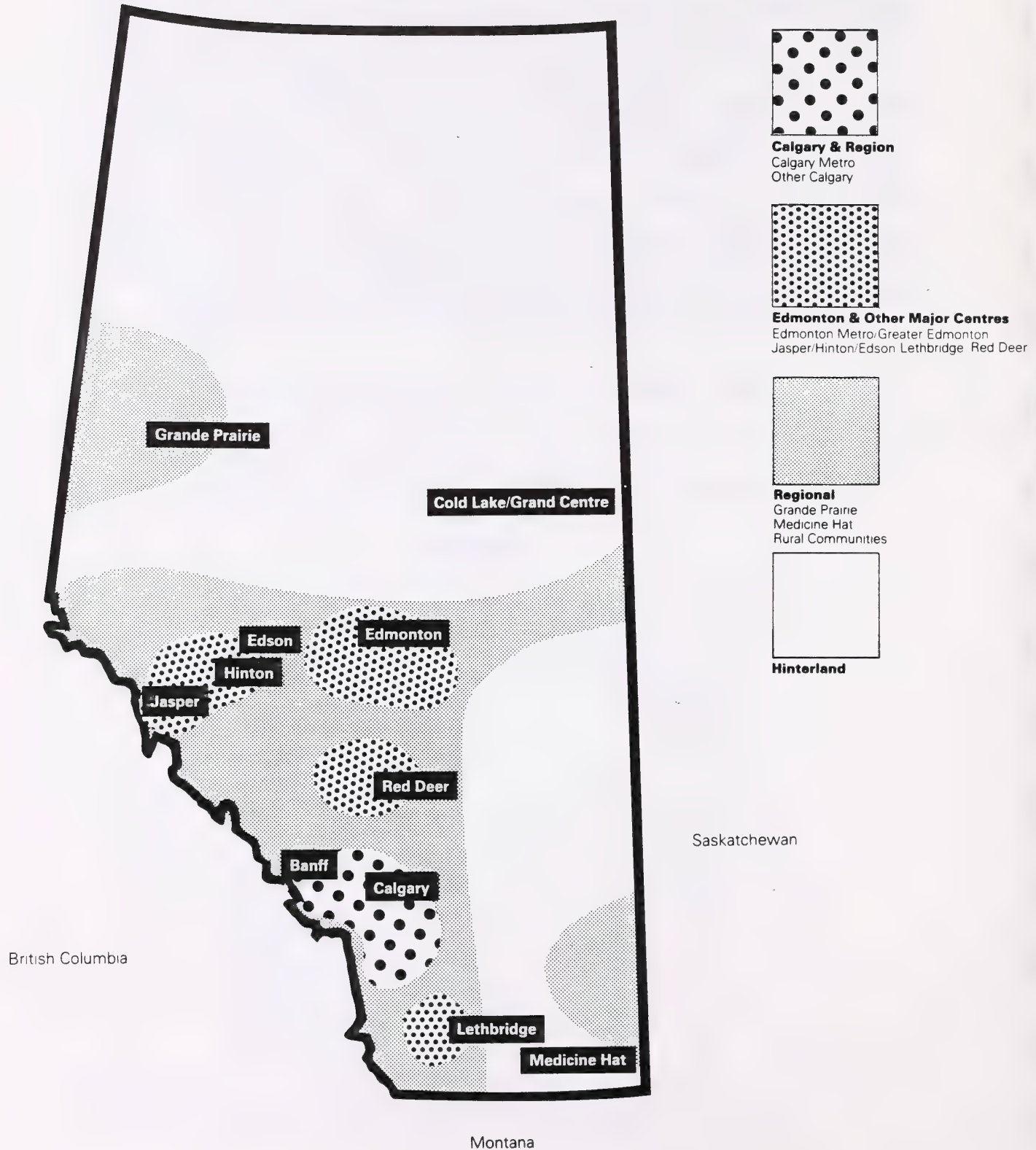


EXHIBIT 7B

TELEPHONE EXCHANGES BY MARKET

Calgary and region (local) market

230	258	281
233	259	282
238	261	283
239	265	284
240	266	285
242	269	286
243	270	287
244	271	288
245	272	289
246	273	652
247	274	678
248	275	762
249	276	931
252	277	932
253	278	936
255	279	938
256	280	948

Edmonton and other centres (secondary)

320	453	479
327	454	481
328	455	482
329	456	483
342	457	484
343	458	487
345	459	488
346	462	723
347	463	749
421	464	773
424	465	782
425	466	784
426	467	852
432	468	865
433	469	886
434	470	921
435	471	922
436	473	942
437	474	961
438	475	962
439	476	963
451	477	973
452	478	988
		998

EXHIBIT 7B (cont'd)

TELEPHONE EXCHANGES BY MARKET

Regional market

223	576	734
349	586	739
352	594	742
356	625	752
358	627	756
362	632	766
383	635	783
387	641	787
443	642	796
526	645	823
527	646	826
529	653	843
532	662	845
539	672	859
542	674	868
549	696	883
553	726	895
556	727	934
562	729	967
572	733	

Hinterland

323	743	847
369	754	854
494	775	857
523	791	875
577	825	879
578	835	882
582	836	893
622	837	898
624	838	

5.1.1 Qualification rate

First a qualification rate was estimated for each origin zone (Calgary and region market, Edmonton and other centres, regional market, hinterland) and for each reporting period (Christmas/New Year, Early Winter, Late Winter, Spring). The qualification rate is the proportion of households estimated as being eligible to report in that period (i.e. households containing at least one member who had downhill skied in the relevant period). Procedures for Start-Up are somewhat different and are discussed in 5.1.5.

$$\text{Qualification Rate} = \frac{\text{CI} + \text{ER} \times (\text{AEH})}{\text{CI} + \text{PB} + \text{Ineligibles} + \text{AEH}}$$

(zone z, period t)

And: $\text{ER (zone z, period t)} = \frac{\text{CI}}{\text{CI} + \text{PB} + \text{terminations at Qu.2a and 2b}}$

Where: CI = Completed interviews in zone z, period t (i.e. interviews completed with downhill skiers who downhill skied in the period just before interviewing took place, and were therefore not passed back)

PB = Passbacks in zone z from period t (i.e. interviews completed with individuals who had downhill skied this season but not in the most recent reporting period, and were therefore passed back)

Terminations at 2A and 2B

= Number of interviews which appeared eligible at the household level in zone z period t (i.e. the initial contact person indicated that the household contained a downhill skier, 12 or over, who had downhill skied this season) but turned out to be ineligible at the respondent level (i.e. the designated respondent in fact was under 12 or had not downhill skied this season)

AEH = Number of apparently eligible households in zone z period t (defined below)

ER = Eligibility rate in zone z period t (defined below)

Apparently eligible households are households where the initial contact person reported that the household contained an eligible respondent (i.e. someone 12 or over who had downhill skied this season), but where that respondent could not be contacted (or refused to be interviewed) to confirm their eligibility. Not all such households would in fact turn out to be eligible: in some cases the respondent would actually be under 12 years old, in other cases they would not have downhill skied in the relevant period (and become passbacks), or not have downhill skied at all. The proportion of apparently eligible households that are in fact eligible is estimated by the eligibility rate.

5.1.2 Number of qualified households

This yields an estimate of the number of qualified households (i.e. households containing someone over the age of 12 who had downhill skied that period) in each origin zone in each period:

$$NQH + QR \times NHH$$

Where:

NQH = Number of qualified households in zone z period t

QR = Qualification rate in zone z period t (as defined above, 5.1.1)

NHH = Number of households in zone z period t (see below)

The number of households in each origin zone was obtained from the 1981 Census and projected to January 1984 using the Financial Post Survey of Markets 1984.

This produced the following:

<u>Zone</u>	<u>Households</u>
Calgary and region	231,690
Edmonton and other centres	312,370
Regional market	157,280
Hinterland	63,360

5.1.3 Qualified skiers per household

Next, it is necessary to estimate the number of qualified skiers per qualified household (for each zone in each reporting period). Question 1d gives the number of persons (over age 12) reported to have skied this season up to the date of the interview. Not all of these will in fact be eligible: some may not have skied in the relevant period (i.e. would be considered as passbacks) others may not in fact be over 12 years, or may not have skied at all. However we know in all cases the eligibility of one household member - the respondent. The number of eligible skiers per household is estimated as:

$$\text{Eligible skiers per qualified household} = 1 + (\text{Qu.1d} - 1) \times \text{ER} \\ (\text{origin zone } z, \text{ period } t)$$

Where

$$\text{ER} = \text{Eligibility rate zone } z \text{ period } t \text{ as defined above (5.1.1)}$$

This is averaged within each origin zone and time period to give average skiers per household for each origin zone and period.

The total number of skiers eligible for interview in each zone and period is then:

$$\begin{array}{lcl} \text{Number of eligible} & = & \text{Number of} \\ \text{skiers (zone } z, & & \text{qualified} \\ \text{period } t) & & \text{households} \\ & & \text{(zone } z, \text{ period } t) \end{array} \quad \times \quad \begin{array}{l} \text{Average skiers} \\ \text{per qualified} \\ \text{households} \\ \text{(zone } z, \text{ period } t) \end{array}$$

5.1.4 Projection factor for skier days

In order to project the sample of downhill skiers interviewed in each zone and each period to the population of the zone a projection factor is required. This projection factor is defined as follows:

$$\text{Projection factor} = \text{Pf}_{zt} = \frac{\text{Number of eligible skiers, zone } z, \text{ period } t}{\text{Number of completed interviews, zone } z, \text{ period } t}$$

The projection factor is the inverse of the sampling ratio. It effectively shows the number of skiers in the population that each individual respondent represents.

This projection factor is used for all initial projections of skier days (including any breakdown by destination). For example, initial projected total skier days is the total of days reported skied by each respondent multiplied by the projection factor:

$$\begin{array}{l} \text{Total ski days} \\ \text{(for residents} \\ \text{of zone } z, \text{ period } t) \end{array} = \sum_i \text{PF}_{zt} d_i$$

where d_i = number of days reported skied by respondent i

Projection factors and their components for each origin zone and reporting period are shown in Exhibit 8.

EXHIBIT 8

CALGARY AND REGION

<u>Resident sample</u>	<u>Start- Up</u>	<u>Christmas/ New Year</u>	<u>Early Winter</u>	<u>Late Winter</u>	<u>Spring</u>
Total households	231690	231690	231690	231690	231690
Qualification rate	0.0286	0.1076	0.1721	0.2602	0.1926
Qualified households	6626.334	24929.844	39873.849	60285.738	44623.494
Estimated average qualified skiers/ household	1.37	1.51	1.53	1.6	1.52
Estimated total eligible skiers	9078	37644	61007	96457	67828
Skiers interviewed	41	59	71	55	35
Projection factor (PF)	221.41653	638.03499	859.25337	1753.7669	1937.9346

EDMONTON AND OTHER CENTRES

<u>Resident sample</u>	<u>Start- Up</u>	<u>Christmas/ New Year</u>	<u>Early Winter</u>	<u>Late Winter</u>	<u>Spring</u>
Total households	312370	312370	312370	312370	312370
Qualification rate	0.016	0.0784	0.1317	0.1791	0.106
Qualified households	4997.92	24489.808	41139.129	55945.467	33111.22
Estimated average qualified skiers/ household	1.8	1.39	1.44	1.49	1.32
Estimated total eligible skiers	8996	34041	59240	83359	43707
Skiers interviewed	29	56	97	60	20
Projection factor (PF)	310.21572	607.87202	610.72521	1389.3124	2185.3405

EXHIBIT 8 (cont'd)

REGIONAL MARKET

<u>Resident sample</u>	<u>Start- Up</u>	<u>Christmas/ New Year</u>	<u>Early Winter</u>	<u>Late Winter</u>	<u>Spring</u>
Total households	157280	157280	157280	157280	157280
Qualification rate	0.0122	0.0467	0.0996	0.1401	0.0834
Qualified households	1918.816	7344.976	15665.088	22034.928	13117.152
Estimated average qualified skiers/ household	1.6	1.35	1.55	1.53	1.29
Estimated total eligible skiers	3070	9916	24281	33713	16921
Skiers interviewed	15	26	32	44	20
Projection factor (PF)	204.67371	381.37375	758.7777	766.21454	846.0563

HINTERLAND

<u>Resident sample</u>	<u>Start- Up</u>	<u>Christmas/ New Year</u>	<u>Early Winter</u>	<u>Late Winter</u>	<u>Spring</u>
Total households	63360	63360	63360	63360	63360
Qualification rate	0.0035	0.0302	0.1014	0.1906	0.1042
Qualified households	221.76	1913.472	6424.704	12076.416	6602.112
Estimated average qualified skiers/ household	1	1.27	1.43	1.37	1.5
Estimated total eligible skiers	222	2430	9187	16545	9903
Skiers interviewed	2	8	7	22	10
Projection factor (PF)	110.88	303.76368	1312.4752	752.03136	990.3168

5.1.5 Start-Up

As there was no Post Start-Up interviewing wave, no interviews were specifically conducted for that period. As a result the only respondents reporting skiing during Start-Up are those passed back from subsequent periods. As the number of completed interviews in Start-Up is zero, the methods described above cannot be applied. Instead for Start-Up the qualification rate is estimated as:

$$\begin{array}{l} \text{Qualification} \\ \text{Rate} \\ \text{(zone z,} \\ \text{Start-Up)} \end{array} = \frac{\text{Number of interviews passed back to Start-Up (zone z)}}{\begin{array}{l} \text{Total} \\ \text{completed} \\ \text{(all periods,} \\ \text{zone z)} \end{array} + \begin{array}{l} \text{Total} \\ \text{passbacks} \\ \text{(all periods,} \\ \text{zone z)} \end{array} + \begin{array}{l} \text{Ineligibles} \\ \text{(all periods,} \\ \text{zone z)} \end{array}}$$

In the absence of fieldwork conducted for Start-Up this is the best estimate of qualification rate that we can make. However it is probably an under-estimate as the only households considered qualified by this formula are those who skied in Start-Up and in no other period prior to the date of interview.

Similarly, as there are no completed interviews for Start-Up, it is not possible to estimate the number of skiers per household by the method used in 5.1.3. Instead, for Start-Up projections, the number of household members on the last skiing trip taken by the respondent during Start-Up (Question 4a) was used. As this includes household members under the age of 12, it may be an over-estimate of the eligible skiers per household. This could go some way to compensate for any under-estimation in the qualification rate. However, it is likely that estimates for Start-Up are less accurate than those for other periods.

5.2 Adjusted projections of skier days

Projected skier days using the methods outlined above were calculated for all major ski hills and compared to operators' ticket count data for the season (where available). In some cases projected skier-days were considerably higher than operators' ticket counts. Even after ticket counts were adjusted to reflect such factors as season ticket use, on-site hotel stays, night skiing, under 12 skiers and non-resident days, it appeared that respondents had overstated the days skied, particularly at the more prestigious locations (notably Skiing Louise).

Previous research studies have commonly found overstatement of up to 30% in respondents' reports of number of days skied. Indeed the major reason for interviewing throughout the skiing season was to reduce the period over which respondents had to recall their skiing behaviour, in an attempt to improve the accuracy of the data. It appears however that respondents may have misreported the dates of their skiing (e.g. a skiing trip finishing on February 6, in Early Winter, may have been erroneously reported as taking place in Late Winter); or they may have shifted days spent at less well-known hills to the more prestigious resorts; or they may simply have overstated their days skiing. Attempts to isolate the source of overstatement were unsuccessful. Overstatement was not reduced if excluding "passbacks" (whose longer recall period might be expected to reduce data accuracy) were excluded, nor if "overnight stay" skiers (who might have reported travel days as skiing days) were excluded.

As reliable hill count data was available for the five Rocky Mountain ski hills (Skiing Louise, Sunshine Village, Marmot Basin, Mount Norquay and Fortress Mountain) this was used to weight all skier day projections involving these sites to bring them to the adjusted operators' hill count totals.

A hill count of Albertans skiing at Montana destinations (in aggregate) was available. As industry sources reported that this was a reliable figure initial projections of Montana skier days were weighted to this hill count. For other U.S. destinations the sample was very small (14 respondents) and consequently reliable projections could not be obtained. For consistency all skier days in the U.S. by Albertans were weighted by the same weight developed for Montana. Estimates of Albertans skiing in British Columbia appeared to be consistent with the sample projections.

For Alberta flatland destinations projected skier days were found to be not unrealistic when compared to the available operators' hill counts and estimates for non-reporting ski hills. As the hill counts themselves were of questionable accuracy for the most part, indeed for many sites no operator data are available, flatland projections derived from the sample's reported days skiing were not further weighted.

In all cases when operators' hill counts were used counts were taken to April 30 (if appropriate). Counts were first adjusted (using industry estimates) to remove under 12 skiers, to add season ticket usage, to include any on-site hotel guests and to exclude non-residents.

The adjustment weights used appear in Exhibit 9.

EXHIBIT 9

DESTINATION CORRECTION WEIGHTS

	<u>Weight</u>
Skiing Louise	.5353
Sunshine Village	.7643
Marmot	.6078
Mt. Norquay	1.1047
Fortress Mountain	.8460
Montana	.7676

5.3 Projecting expenditures

Expenditures are projected by calculating expenditure per skier per day (for each respondent) and averaging over all respondents. Expenditures per day was calculated by dividing each of the components of expenditures on the last trip (Qu.4e-5) by the total of number of days reported downhill skiing on the last trip (Qu.3i). This was then divided by the reported number of household party members (Qu.4a) to give expenditures per skier per day. Where data was inconsistent or not reported, expenditures were coded as missing. Average expenditure per skier per day is then multiplied by adjusted projected skier days (estimated or described in 5.1.4 and 5.2 above).

As a footnote, it should be pointed out that expenditures are expressed in Canadian dollars.

5.4 Projecting number of skiers

If the period by period approach developed above is applied to projected number of downhill skiers, the projections obtained will be duplicated counts. That is although the methods described above can project the number of downhill skiers in each individual period, simple aggregation of downhill skiers across periods will over-represent those who downhill ski in more than one period: the total downhill skier count will be duplicated. (Notice for skier-days this is not a problem as a duplicated count is required: two skier-days are two skier-days whether skied as 2 days by 1 skier or 1 day by each of 2 skiers).

To obtain an unduplicated downhill skier count projections were made as follows.

5.4.1 Unduplicated count

An unduplicated count requires that the data be treated on an annual basis. However in each reporting period a different number of attempts were made to yield approximately equal numbers of completed interviews. As a result, over the year, waves when there were few qualified respondents are over-represented. This is counteracted by weighting all interviews by the reciprocal of the number of attempts. To simplify the analysis "passbacks" (i.e. respondents who did not report downhill skiing during the period immediately prior to the interview but who had downhill skied in an earlier period) were excluded and Start-Up was considered as part of the Christmas/New Year period.

The number of resident downhill skiers in Alberta was estimated by establishing a qualification rate and an estimate of eligible downhill skiers per household from the Post-Spring interviews. As all other interviews were conducted during the skiing season, this is the only available estimate of qualification (i.e. downhill skiing participation) over the entire season:

$$\begin{array}{l} \text{\# downhill skiers} \\ \text{in Alberta (SKA)} \end{array} = \frac{\text{HH} \times (\text{CI} + \text{AER} \times \text{AEH} + \text{PB})}{\text{CI} + \text{AEH} + \text{PB} + \text{Ineligibles}} \times \begin{array}{l} \text{Av. skiers per} \\ \text{household} \end{array}$$

Where:

- HH = Number of households in Alberta
- SKA = Number of downhill skiers in Alberta on an annual basis (i.e. persons who have downhill skied sometime in the ski season)
- CI = Completed Interviews in the Post-Spring sample (i.e. interviews completed with persons who had downhill skied in the reporting period immediately preceding the time of interview)
- PB = Passbacks from the Post-Spring sample (i.e. persons who had downhill skied sometime in the ski season, but not in the most recent reporting period)
- AEH = Apparently Eligible Households (i.e. households in the Post-Spring sample where the initial contact person indicated that the household contained someone, 12 or over, who had downhill skied that season)
- AER = Eligibility rate on an annual basis (this is explained below)
- Ineligibles = Households in the Post-Spring sample where the initial contact person indicated that the household contained no one (12 or over) who had downhill skied in this ski season
- Av. skiers per household = Average number of persons (12 or over) having downhill skied this season, in households in the Post-Spring sample where at least one person (12 or over) had downhill skied this season

In the same way that the eligibility rate was applied to apparently eligible households in estimating skier days, the annual eligibility rate is applied here in estimating annual number of skiers:

$$\text{Annual Eligibility Rate (AER)} = \frac{\text{CI} + \text{PB}}{\text{CI} + \text{PB} + (\text{Terminations at 2A} + 2\text{B})}$$

Where:

CI is as defined above

PB is as defined above

Termination of 2A and 2B is the number of interviews in the Post-Spring wave which were terminated at Question 2A or 2B (i.e. where the designated respondent was not eligible to be interviewed). Notice that once we start to estimate annual downhill skiers (as opposed to period by period) passbacks (PB) become eligible. Passbacks did downhill ski this season; they did not downhill ski in Spring, but did downhill ski in an earlier period. Therefore PB appears in the numerator of the formula.

In effect the end of the year sample is used to estimate the annual number of downhill skiers and the period by period samples to estimate the characteristics of downhill skiers in those periods. This avoids duplication by taking the total head count from the season end sample, and reduces recall problems by using data collected throughout the year.

5.4.2 Projection factors for skiers

The final weights for unduplicated skier projections, and the components of these weights appear in Exhibit 10.

The skier projection then has two parts. First, in each period each respondent is weighted by the reciprocal of the number of attempts made that period (to counteract the greater number of attempts made in low incidence periods). Second, results are projected by multiplying by the inverse of the sampling ratio. In this case the sampling ratio is the number of downhill skiers interviewed over the year (weighted by the number of attempts over period as above) divided by the number of downhill skiers in Alberta.

The projection factor obtained expands the skier characteristics of our sample to the population of downhill skiers as estimated in 5.4.1.

EXHIBIT 10

SKIER PROJECTION FACTORS (Residents)

	1	2	3	4	5
		Completed interviews (Excludes "pass- backs")	Weighted ¹ completes	Estimated skiers in Alberta	Projection ² factor
<u>Interview wave</u>	<u>Attempts</u>				
Post-Christmas/ New Year	2071	173	.08353	287,757	326.392
Post-Early Winter	1207	138	.1143	287,757	560.032
Post-Late Winter	871	116	.1332	287,757	776.071
Post-Spring	898	85	<u>.09465</u> .4257	287,757	752.737

¹ Column 3 = Column 2 ÷ Column 1

² Column 5 = (Column 4 ÷ Total of Column 3) ÷ Column 1

6.0 PROJECTIONS: NON-RESIDENT SKIERS

6.1 Projecting skier-days

Total non-resident skier days was estimated from the adjusted hill counts provided by the Rocky Mountain ski hill operators (the adjustments made to the hill counts are described in 5.2 above). First, for each hill at which on-site interviewing took place (Skiing Louise, Marmot Basin, Sunshine Village and Mount Norquay) the incidence of non-resident skiers (as obtained from the sample screening) was averaged over all interviewing days to give an overall non-resident incidence estimate. Second, this was multiplied by the adjusted operators' hill counts for each period (for weekend and weekday) to give the required estimate of total non-resident skier days for each hill in each period.

A projection factor to expand reported non-resident skier-days from the sample to the total population was simply the total non-residents' skier days (as reported in Qu.3a), for each hill in each period, divided by the total skier days reported by the non-residents interviewed, i.e.

$$PF_{ht} = \frac{\text{Total non-resident skier-days (weekdays/weekend days), hill h period t}}{\text{Total skier-days (weekdays/weekend days) reported by non-residents interviewed, on hill h in period t}}$$

EXHIBIT 11

PROJECTION FACTORS - NON-RESIDENT SKIER DAYS

	Col. 1 % non- resident	Col. 2 Adjusted operator hill count ¹	Col. 3 Total ¹ non- resident skier days	Col. 4 Reported sample skier days in area	Col. 5 Projection ² factor
<u>Skiing Louise</u>					
<u>Christmas/New Year</u>					
Weekday	27			327	12.5749
Weekend	27			133	23.6015
<u>Early Winter</u>					
Weekday	27	Data withheld		472	24.7564
Weekend	27	to preserve confidentiality		186	54.5161
<u>Late Winter</u>					
Weekday	27			542	37.0424
Weekend	27			240	48.225
<u>Spring</u>					
Weekday	27			301	25.5914
Weekend	27			100	69.8100
Total	27			2,301	
<u>Sunshine Village</u>					
<u>Christmas/New Year</u>					
Weekday	26			146	34.274
Weekend	26			52	80.8462
<u>Early Winter</u>					
Weekday	26			345	25.487
Weekend	26			156	48.5321
<u>Late Winter</u>					
Weekday	26			486	44.1790
Weekend	26			154	75.8312
<u>Spring</u>					
Weekday	26			463	39.054
Weekend	26			207	61.2174
Total	26			2,009	

1 - Column 3 = Column 2 X Column 1

2 - Column 5 = Column 3 ÷ Column 4

EXHIBIT 11 (cont'd)

PROJECTION FACTORS - NON-RESIDENT SKIER DAYS

	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
	% non-	Adjusted	Total ¹	Reported	Projection ²
<u>Marmot Basin</u>	<u>resident</u>	<u>operator</u>	<u>non-</u>	<u>sample</u>	<u>factor</u>
		<u>hill</u>	<u>resident</u>	<u>skier days</u>	
		<u>count</u> ¹	<u>skier days</u>	<u>in area</u>	
<u>Christmas/New Year</u>					
Weekday	10			162	4.1667
Weekend	10			100	6.36
<u>Early Winter</u>					
Weekday	10			327	3.789
Weekend	10			166	10.9518
<u>Late Winter</u>					
Weekday	10			149	21.1678
Weekend	10			92	30.837
<u>Spring</u>					
Weekday	10			121	20.314
Weekend	10			61	40.6066
Total	10			1,178	
<u>Mt. Norquay</u>					
<u>Christmas/New Year</u>					
Weekday	14			373	1.0134
Weekend	14			141	2.0284
<u>Early Winter</u>					
Weekday	14			30	19.2333
Weekend	14			15	51.4667
<u>Late Winter</u>					
Weekday	14			251	3.7888
Weekend	14			110	7.7727
<u>Spring</u>					
Weekday	14			190	1.2789
Weekend	14			102	4.2353
Total	14			1,212	

1 - Column 3 = Column 2 X Column 1

2 - Column 5 = Column 3 ÷ Column 4

EXHIBIT 12

PROJECTION FACTORS NON-RESIDENT SKIERS

	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
	Estimated Non- resident <u>skier-days</u>	Average days skied <u>in area</u>	Estimated ¹ non- resident <u>skiers</u>	Number of non- resident skiers <u>interviewed</u>	Projection ² <u>factor</u>
Lake Louise	75,410	6.22	12,124	372	32.5914
Sunshine	89,475	6.30	14,202	321	44.243
Marmot Basin	15,293	5.12	2,987	232	12.875
Mount Norquay	<u>4,495</u>	6.52	<u>689</u>	<u>191</u>	3.6073
Total	184,673		30,002	1,116	

1 - Column 3 = Column 1 ÷ Column 2

2 - Column 5 = Column 3 ÷ Column 4

6.2 Projecting number of non-resident skiers

Total non-resident skier days by hill was estimated from operators' total hill counts. The total days (Qu.3a) reported by all the respondents was divided by the number of respondents to calculate the average length of the ski trip. The number of non-resident skiers for each hill was calculated as follows:

$$\text{Number of skiers} = \frac{\text{Total non-resident skier days, hill h}}{\text{Average length of the ski trip, hill h}}$$

The projection factor was the number of estimated non-resident skiers over the year, at hill h, divided by the number of non-resident skiers interviewed at hill h, i.e.:

$$\text{PF} = \frac{\text{Number of non-resident skiers over the year, at hill h}}{\text{Number of non-resident skiers interviewed at hill h}}$$

6.3 Projecting expenditures

Expenditures are projected by calculating expenditure per non-resident skier per day (for each respondent) and averaging over all respondents. Average expenditure per day was calculated by dividing each of the components of expenditure (Qu.4c to 5b), by the number of days in the area (Qu.3a). This was then divided by the reported number of household party members (Qu.3d), to give expenditure per skier per day. Where data was inconsistent or not reported, expenditures were coded as missing. Average expenditures per skier per day is then multiplied by projected ski-days as found in 6.1 above.

7.0 DEFINITIONS

Mainly for the purpose of analysis, a number of definitions and keys have been used and are described as a reference in the following sections.

7.1 Destinations

Keys to the banners are:

RMS	- Rocky Mountain Skiing, comprising Fortress Mountain Skiing Louise Marmot Basin Mount Norquay Sunshine Village
Banff-Lake Louise	- Skiing Louise Mount Norquay Sunshine Village
Flatland	- Alberta excluding RMS
B.C.	- Total including East Kootenay
East Kootenay	- Fernie Panorama Fairmont Kimberly
U.S.	- Montana and all other American states

7.2 Origins of Albertan residents

Reflecting the sampling procedure by area (see Exhibit 7A), banners for the origin analysis are:

- Calgary and region
 - Calgary and region equivalent to Travel Alberta "local market".
 - Comprises sub-sample of Calgary metropolitan area.
- Edmonton and OMC
 - Edmonton and other major centres per "secondary market" definition.
 - Comprises sub-sample of Edmonton metro and greater Edmonton (Edmonton and region).
 - Comprises sub-sample of Jasper, Hinton, Edson, Lethbridge, Red Deer.
- Regional market
 - Per Travel Alberta definitions.
- Hinterland
 - Per Travel Alberta definitions.

7.3 Socio-economic status

Four respondent groups were created. In light of their number in this type of sample, students were treated as a separate group. The balance were derived from everyone who gave a usable response to the household income, level of education achieved and personal occupation questions. Each was weighted as follows:

<u>Household income</u>	<u>Weight</u>
Under \$25,000	1
\$25,000 to \$40,000	2
Over \$40,000	3
<u>Level of education</u>	
Completed high school or less	1
Some college, university or other post high school training	2
Completed college or university or post graduate training	3
<u>Respondent occupation</u>	
Skilled or unskilled labourer and pensioner	1
Sales, clerical, armed forces	2
Professional, manager, farmer	3

The sum of the score for each respondent produced the banner:

	<u>Upper</u>	<u>Middle</u>	<u>Lower</u>	<u>Student</u>
Scored	8 or 9	5, 6, or 7	3 or 4	-

7.4 Life stage

Similarly, the following combination of data was used to define downhill skier households:

- Age of chief wage earner
- Household size
- Presence of children under 18 years of age
- Presence of children under 6 years of age

From this information, nine cells of life stage were created:

1. Young bachelors: under age 45, 1 person households
2. Young couples/cooperative units: under age 45, 2+ persons in household, none under 18
3. Young families: under age 45, 2+ persons in household, children under 6
4. Middle families: under age 45, 2+ persons in household, with older children (7 to 17) only
5. Older families: age 45+, 2+ persons in household, including children (any age)
6. Grown families: age 45+, 3+ persons in household, no children and a head of the household employed
7. Older couples: age 45+, 2 persons in household, no children and a head of the household employed
8. Retired couples: age 45+, 2 persons in household, no children and no employed head of the household
9. Older single: age 45+, 1 person household

7.5 Period skied

This banner of analysis is based on last trip and reflects the type of skier rather than day(s) skied. Created from Travel Alberta's instructions, "day skiing" is self-explanatory. "Overnight skiing-midweek", however, is defined as Monday to Friday only or 2+ week days and 1+ weekend days. Overnight skiing-weekends equals Saturday and Sunday only or 1+ weekend and 1 week day.

APPENDIX I
RESIDENT QUESTIONNAIRES
(Four versions) and
NON-RESIDENT QUESTIONNAIRE

RE-INTRODUCE YOURSELF IF NECESSARY

2a) Before we begin, in which of the following age groups are you? (READ LIST - CIRCLE ONE ONLY)

- Under twelve years ----- 1 ⁻²⁷ → TERMINATE AND RECORD
- Twelve to seventeen years ----- 2
- Eighteen to twenty-four years ----- 3
- Twenty-five to twenty-nine years ----- 4
- Thirty to thirty-four years ----- 5
- Thirty-five to thirty-nine years ----- 6
- Forty to forty-four years ----- 7
- Forty-five to forty-nine years ----- 8
- Fifty to fifty-four years ----- 9
- Fifty-five and over ----- 0

IF RESPONDENT IS NOT PERSON YOU TALKED TO FIRST, ASK QU.2b. OTHERWISE SKIP TO QU.2c

2b) Have you, yourself, done any downhill skiing since the beginning of this season, or not?

Yes ----- 1 ⁻²⁸

No ----- 2 → TERMINATE AND RECORD

2c) Since the beginning of this season, how much money, if any, have you, yourself, spent on ski clothing in Alberta?

WRITE IN AMOUNT HERE → \$

--	--	--	--

29 30 31 32

2d) Also since the beginning of this season, how much money, if any, have you, yourself, spent on ski equipment in Alberta?

WRITE IN AMOUNT HERE → \$

--	--	--	--

33 34 35 36

3a) During the Christmas-New Year holiday period, did you do any downhill skiing, or not?

Yes ----- 1 ⁻³⁷

No ----- 2 → SKIP TO QU.6a

3b) On how many different days during the Christmas-New Year holiday period did you do any downhill skiing?

WRITE IN NUMBER HERE →

28	27

DAY(S)

3c) Thinking just of (that/those) (NUMBER MENTIONED IN QU.3b) day(s), at which ski area(s) did you do any downhill skiing? (DO NOT READ - CIRCLE AS MANY AS MENTIONED)

ALBERTA	QU.3c Areas skied	QU.3d Number of days skied	QU.3e													
			Weekday	Weekend												
Canyon Ski Area -----	1 - 40	<table border="1"><tr><td></td><td>5</td></tr><tr><td></td><td>6</td></tr></table>		5		6	<table border="1"><tr><td></td><td>5</td></tr><tr><td></td><td>6</td></tr></table>		5		6	<table border="1"><tr><td></td><td>5</td></tr><tr><td></td><td>6</td></tr></table>		5		6
	5															
	6															
	5															
	6															
	5															
	6															
Cypress -----	2	<table border="1"><tr><td></td><td>7</td></tr><tr><td></td><td>8</td></tr></table>		7		8	<table border="1"><tr><td></td><td>7</td></tr><tr><td></td><td>8</td></tr></table>		7		8	<table border="1"><tr><td></td><td>7</td></tr><tr><td></td><td>8</td></tr></table>		7		8
	7															
	8															
	7															
	8															
	7															
	8															
Drayton Valley -----	3	<table border="1"><tr><td></td><td>9</td></tr><tr><td></td><td>10</td></tr></table>		9		10	<table border="1"><tr><td></td><td>9</td></tr><tr><td></td><td>10</td></tr></table>		9		10	<table border="1"><tr><td></td><td>9</td></tr><tr><td></td><td>10</td></tr></table>		9		10
	9															
	10															
	9															
	10															
	9															
	10															
Edmonton Ski Club -----	4	<table border="1"><tr><td></td><td>11</td></tr><tr><td></td><td>12</td></tr></table>		11		12	<table border="1"><tr><td></td><td>11</td></tr><tr><td></td><td>12</td></tr></table>		11		12	<table border="1"><tr><td></td><td>11</td></tr><tr><td></td><td>12</td></tr></table>		11		12
	11															
	12															
	11															
	12															
	11															
	12															
Fairview -----	5	<table border="1"><tr><td></td><td>13</td></tr><tr><td></td><td>14</td></tr></table>		13		14	<table border="1"><tr><td></td><td>13</td></tr><tr><td></td><td>14</td></tr></table>		13		14	<table border="1"><tr><td></td><td>13</td></tr><tr><td></td><td>14</td></tr></table>		13		14
	13															
	14															
	13															
	14															
	13															
	14															
Fortress Mountain -----	6	<table border="1"><tr><td></td><td>15</td></tr><tr><td></td><td>16</td></tr></table>		15		16	<table border="1"><tr><td></td><td>15</td></tr><tr><td></td><td>16</td></tr></table>		15		16	<table border="1"><tr><td></td><td>15</td></tr><tr><td></td><td>16</td></tr></table>		15		16
	15															
	16															
	15															
	16															
	15															
	16															
Grande Prairie -----	7	<table border="1"><tr><td></td><td>17</td></tr><tr><td></td><td>18</td></tr></table>		17		18	<table border="1"><tr><td></td><td>17</td></tr><tr><td></td><td>18</td></tr></table>		17		18	<table border="1"><tr><td></td><td>17</td></tr><tr><td></td><td>18</td></tr></table>		17		18
	17															
	18															
	17															
	18															
	17															
	18															
Kinosoo Ridge -----	8	<table border="1"><tr><td></td><td>19</td></tr><tr><td></td><td>20</td></tr></table>		19		20	<table border="1"><tr><td></td><td>19</td></tr><tr><td></td><td>20</td></tr></table>		19		20	<table border="1"><tr><td></td><td>19</td></tr><tr><td></td><td>20</td></tr></table>		19		20
	19															
	20															
	19															
	20															
	19															
	20															
Lake Eden Resort -----	9	<table border="1"><tr><td></td><td>21</td></tr><tr><td></td><td>22</td></tr></table>		21		22	<table border="1"><tr><td></td><td>21</td></tr><tr><td></td><td>22</td></tr></table>		21		22	<table border="1"><tr><td></td><td>21</td></tr><tr><td></td><td>22</td></tr></table>		21		22
	21															
	22															
	21															
	22															
	21															
	22															
Lake Louise -----	0	<table border="1"><tr><td></td><td>23</td></tr><tr><td></td><td>24</td></tr></table>		23		24	<table border="1"><tr><td></td><td>23</td></tr><tr><td></td><td>24</td></tr></table>		23		24	<table border="1"><tr><td></td><td>23</td></tr><tr><td></td><td>24</td></tr></table>		23		24
	23															
	24															
	23															
	24															
	23															
	24															
Long Lake -----	X	<table border="1"><tr><td></td><td>25</td></tr><tr><td></td><td>26</td></tr></table>		25		26	<table border="1"><tr><td></td><td>25</td></tr><tr><td></td><td>26</td></tr></table>		25		26	<table border="1"><tr><td></td><td>25</td></tr><tr><td></td><td>26</td></tr></table>		25		26
	25															
	26															
	25															
	26															
	25															
	26															
Marmot Basin -----	V	<table border="1"><tr><td></td><td>27</td></tr><tr><td></td><td>28</td></tr></table>		27		28	<table border="1"><tr><td></td><td>27</td></tr><tr><td></td><td>28</td></tr></table>		27		28	<table border="1"><tr><td></td><td>27</td></tr><tr><td></td><td>28</td></tr></table>		27		28
	27															
	28															
	27															
	28															
	27															
	28															
Mt. Norquay -----	1 - 41	<table border="1"><tr><td></td><td>29</td></tr><tr><td></td><td>30</td></tr></table>		29		30	<table border="1"><tr><td></td><td>29</td></tr><tr><td></td><td>30</td></tr></table>		29		30	<table border="1"><tr><td></td><td>29</td></tr><tr><td></td><td>30</td></tr></table>		29		30
	29															
	30															
	29															
	30															
	29															
	30															
Paskapoo -----	2	<table border="1"><tr><td></td><td>31</td></tr><tr><td></td><td>32</td></tr></table>		31		32	<table border="1"><tr><td></td><td>31</td></tr><tr><td></td><td>32</td></tr></table>		31		32	<table border="1"><tr><td></td><td>31</td></tr><tr><td></td><td>32</td></tr></table>		31		32
	31															
	32															
	31															
	32															
	31															
	32															
Rabbit Hill -----	3	<table border="1"><tr><td></td><td>33</td></tr><tr><td></td><td>34</td></tr></table>		33		34	<table border="1"><tr><td></td><td>33</td></tr><tr><td></td><td>34</td></tr></table>		33		34	<table border="1"><tr><td></td><td>33</td></tr><tr><td></td><td>34</td></tr></table>		33		34
	33															
	34															
	33															
	34															
	33															
	34															
Silver Summit -----	4	<table border="1"><tr><td></td><td>35</td></tr><tr><td></td><td>36</td></tr></table>		35		36	<table border="1"><tr><td></td><td>35</td></tr><tr><td></td><td>36</td></tr></table>		35		36	<table border="1"><tr><td></td><td>35</td></tr><tr><td></td><td>36</td></tr></table>		35		36
	35															
	36															
	35															
	36															
	35															
	36															
Sunshine Village -----	5	<table border="1"><tr><td></td><td>37</td></tr><tr><td></td><td>38</td></tr></table>		37		38	<table border="1"><tr><td></td><td>37</td></tr><tr><td></td><td>38</td></tr></table>		37		38	<table border="1"><tr><td></td><td>37</td></tr><tr><td></td><td>38</td></tr></table>		37		38
	37															
	38															
	37															
	38															
	37															
	38															
Swan Ridge -----	6	<table border="1"><tr><td></td><td>39</td></tr><tr><td></td><td>40</td></tr></table>		39		40	<table border="1"><tr><td></td><td>39</td></tr><tr><td></td><td>40</td></tr></table>		39		40	<table border="1"><tr><td></td><td>39</td></tr><tr><td></td><td>40</td></tr></table>		39		40
	39															
	40															
	39															
	40															
	39															
	40															
Swiss Valley -----	7	<table border="1"><tr><td></td><td>41</td></tr><tr><td></td><td>42</td></tr></table>		41		42	<table border="1"><tr><td></td><td>41</td></tr><tr><td></td><td>42</td></tr></table>		41		42	<table border="1"><tr><td></td><td>41</td></tr><tr><td></td><td>42</td></tr></table>		41		42
	41															
	42															
	41															
	42															
	41															
	42															
Tawatinaw Valley -----	8	<table border="1"><tr><td></td><td>43</td></tr><tr><td></td><td>44</td></tr></table>		43		44	<table border="1"><tr><td></td><td>43</td></tr><tr><td></td><td>44</td></tr></table>		43		44	<table border="1"><tr><td></td><td>43</td></tr><tr><td></td><td>44</td></tr></table>		43		44
	43															
	44															
	43															
	44															
	43															
	44															
Westcastle -----	9	<table border="1"><tr><td></td><td>45</td></tr><tr><td></td><td>46</td></tr></table>		45		46	<table border="1"><tr><td></td><td>45</td></tr><tr><td></td><td>46</td></tr></table>		45		46	<table border="1"><tr><td></td><td>45</td></tr><tr><td></td><td>46</td></tr></table>		45		46
	45															
	46															
	45															
	46															
	45															
	46															
Other Alberta (SPECIFY) _____		<table border="1"><tr><td></td><td>47</td></tr><tr><td></td><td>48</td></tr></table>		47		48	<table border="1"><tr><td></td><td>47</td></tr><tr><td></td><td>48</td></tr></table>		47		48	<table border="1"><tr><td></td><td>47</td></tr><tr><td></td><td>48</td></tr></table>		47		48
	47															
	48															
	47															
	48															
	47															
	48															
_____		<table border="1"><tr><td></td><td>49</td></tr><tr><td></td><td>50</td></tr></table>		49		50	<table border="1"><tr><td></td><td>49</td></tr><tr><td></td><td>50</td></tr></table>		49		50	<table border="1"><tr><td></td><td>49</td></tr><tr><td></td><td>50</td></tr></table>		49		50
	49															
	50															
	49															
	50															
	49															
	50															
_____		<table border="1"><tr><td></td><td>51</td></tr><tr><td></td><td>52</td></tr></table>		51		52	<table border="1"><tr><td></td><td>51</td></tr><tr><td></td><td>52</td></tr></table>		51		52	<table border="1"><tr><td></td><td>51</td></tr><tr><td></td><td>52</td></tr></table>		51		52
	51															
	52															
	51															
	52															
	51															
	52															
_____		<table border="1"><tr><td></td><td>53</td></tr><tr><td></td><td>54</td></tr></table>		53		54	<table border="1"><tr><td></td><td>53</td></tr><tr><td></td><td>54</td></tr></table>		53		54	<table border="1"><tr><td></td><td>53</td></tr><tr><td></td><td>54</td></tr></table>		53		54
	53															
	54															
	53															
	54															
	53															
	54															
_____		<table border="1"><tr><td></td><td>55</td></tr><tr><td></td><td>56</td></tr></table>		55		56	<table border="1"><tr><td></td><td>55</td></tr><tr><td></td><td>56</td></tr></table>		55		56	<table border="1"><tr><td></td><td>55</td></tr><tr><td></td><td>56</td></tr></table>		55		56
	55															
	56															
	55															
	56															
	55															
	56															
B.C. (SPECIFY) _____		<table border="1"><tr><td></td><td>57</td></tr><tr><td></td><td>58</td></tr></table>		57		58	<table border="1"><tr><td></td><td>57</td></tr><tr><td></td><td>58</td></tr></table>		57		58	<table border="1"><tr><td></td><td>57</td></tr><tr><td></td><td>58</td></tr></table>		57		58
	57															
	58															
	57															
	58															
	57															
	58															
_____		<table border="1"><tr><td></td><td>59</td></tr><tr><td></td><td>60</td></tr></table>		59		60	<table border="1"><tr><td></td><td>59</td></tr><tr><td></td><td>60</td></tr></table>		59		60	<table border="1"><tr><td></td><td>59</td></tr><tr><td></td><td>60</td></tr></table>		59		60
	59															
	60															
	59															
	60															
	59															
	60															
U.S. (SPECIFY) _____		<table border="1"><tr><td></td><td>61</td></tr><tr><td></td><td>62</td></tr></table>		61		62	<table border="1"><tr><td></td><td>61</td></tr><tr><td></td><td>62</td></tr></table>		61		62	<table border="1"><tr><td></td><td>61</td></tr><tr><td></td><td>62</td></tr></table>		61		62
	61															
	62															
	61															
	62															
	61															
	62															
_____		<table border="1"><tr><td></td><td>63</td></tr><tr><td></td><td>64</td></tr></table>		63		64	<table border="1"><tr><td></td><td>63</td></tr><tr><td></td><td>64</td></tr></table>		63		64	<table border="1"><tr><td></td><td>63</td></tr><tr><td></td><td>64</td></tr></table>		63		64
	63															
	64															
	63															
	64															
	63															
	64															
Other (SPECIFY) _____		<table border="1"><tr><td></td><td>65</td></tr><tr><td></td><td>66</td></tr></table>		65		66	<table border="1"><tr><td></td><td>65</td></tr><tr><td></td><td>66</td></tr></table>		65		66	<table border="1"><tr><td></td><td>65</td></tr><tr><td></td><td>66</td></tr></table>		65		66
	65															
	66															
	65															
	66															
	65															
	66															
_____		<table border="1"><tr><td></td><td>67</td></tr><tr><td></td><td>68</td></tr></table>		67		68	<table border="1"><tr><td></td><td>67</td></tr><tr><td></td><td>68</td></tr></table>		67		68	<table border="1"><tr><td></td><td>67</td></tr><tr><td></td><td>68</td></tr></table>		67		68
	67															
	68															
	67															
	68															
	67															
	68															

IF ONLY "ONE" DAY IN QU.3b SKIP TO QU.3j.

IF MORE THAN ONE AREA MENTIONED IN QU.3c, ASK QU.3d FOR EACH AREA.
OTHERWISE SKIP TO QU.3e.

3d) On how many of those (NUMBER IN QU.3b) did you ski at (SKI AREA)?
(RECORD NUMBER)

FOR EACH AREA MENTIONED IN QU.3c, ASK:

3e) When you were skiing at (SKI AREA), how many of these days, if any, were on a weekday from Monday to Friday and how many were on a weekend? (WRITE IN NUMBER)

79-0
80-3

79-0
80-4

79-0
80-5

79-0
80-6

3f) Were these ski days during the holiday period ... (READ LIST - CIRCLE ONE ONLY)

all one trip away from home ----- 1 ⁻⁶ → SKIP TO QU.3i

Or more than one trip from home ----- 2

IF ONE TRIP IN QU.3f AND MORE THAN ONE AREA IN QU.3c, SKIP TO QU.3L.

IF MORE THAN ONE TRIP IN QU.3f AND ONLY ONE AREA IN QU.3c, SKIP TO QU.3i.

3g) Of these occasions, I'd like you to think about the last trip you made during the holiday period. It may have been just for a couple of hours or for a few days, but I need to know about the last outing. To which ski area did you go?

WRITE IN NAME → _____

6
7
8
9
10

IF NECESSARY ASK QU.3h. OTHERWISE INTERVIEWER COMPLETE.

3h) In which province or state is that ski area located? (DO NOT READ LIST - CIRCLE ONE)

Alberta ----- 1 ⁻¹¹

B.C. ----- 2

California ----- 3

Colorado ----- 4

Idaho ----- 5

Montana ----- 6

Other (SPECIFY) _____

3i) Thinking just of that/the last trip during the holiday period, how many days did you ski there?

WRITE IN NUMBER →

12	13

 → IF MORE THAN

01

 SKIP TO QU.3L

3j) Was this on a ... (READ LIST - CIRCLE ONE)

weekday from Monday to Friday- 1 ⁻¹⁴

Or a weekend? ----- 2

3k) What was the date of that outing?

WRITE IN → _____ DAY ¹⁵₁₆ MONTH ¹⁷₁₈ → SKIP TO QU.4a

3L) What date did you leave home and what date did you return home?

WRITE IN →

DATE LEFT HOME	¹⁹ ₂₀	²¹ ₂₂
	DAY	MONTH
DATE RETURNED	²³ ₂₄	²⁵ ₂₆
	DAY	MONTH

3m) On that occasion, did you stay ... (READ LIST - CIRCLE ONE)

at the home of friends or relatives ----- 1 ⁻²⁷

at a hotel, motel or lodge ----- 2

at a guest house or hostel ----- 3

at your own cottage or condominium ----- 4

at a campsite ----- 5

Or just where did you stay (SPECIFY) _____

4a) How many other people from your own household, if any, were skiing with you on that trip?

WRITE IN NUMBER HERE →

--	--

²⁸
₂₉

4b) Which of the following did you use on that trip? (READ LIST - CIRCLE AS MANY AS MENTIONED)

- Air ----- 1-30
- Private car ----- 2
- Rental car ----- 3
- Train ----- 4
- Scheduled bus ----- 5
- Chartered bus ----- 6
- Taxi ----- 7

Or Just what (SPECIFY) _____

4c) Were you on a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

- Yes ----- 1 ⁻³¹
- No ----- 2 → SKIP TO QU.5

4d) What is the name of that tour package?

WRITE IN → _____

32-
33-
34-

4e) In total, how much did the tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE → \$

--	--	--	--	--

_{35 36 37 38 39}

4f) Not including those things covered in your tour package, how much did you (and the other household members travelling with you) spend in total (while you were outside Alberta), including any credit card purchases, on ... (READ EACH ITEM SEPARATELY AND RECORD AMOUNT)

- Meals and refreshments? ----- \$

--	--	--

⁴⁰
_{41 42}
- Accommodation or lodging? ----- \$

--	--	--

⁴³
_{44 45}
- Car expenses, including gas, oil, and any maintenance or repair? ----- \$

--	--	--

⁴⁶
_{47 48}
- Any other transportation while in the area? --- \$

--	--	--

⁴⁹
_{50 51}
- Ski equipment and clothing? ----- \$

--	--	--

⁵²
_{53 54}
- Lift tickets? ----- \$

--	--	--

⁵⁵
_{56 57}
- Ski equipment rental? ----- \$

--	--	--

⁵⁸
_{59 60}
- Ski school lessons? ----- \$

--	--	--

⁶¹
_{62 63}
- Recreation and entertainment including apres ski? ----- \$

--	--	--

⁶⁴
_{65 66}
- Any other expenses? ----- \$

--	--	--

⁶⁷
_{68 69}

→ SKIP TO QU.7a

5. Including any credit card purchases, how much did you (and other household members travelling with you) spend, in total (while you were outside Alberta), on ...
(READ EACH ITEM SEPARATELY AND RECORD AMOUNT)

Meals and refreshments? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	5
						8
Accommodation or lodging? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	9
						12
Car expenses, including gas, oil, and any maintenance or repair? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	13
						16
Any other transportation while in the area? ---	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	17
						20
Ski equipment and clothing? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	21
						23
Lift tickets? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	24
						26
Ski equipment rental? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	27
						29
Ski school lessons? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	30
						32
Recreation and entertainment including apres ski? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	33
						35
Any other expenses? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	36
						38

SKIP TO
QU. 7a

6a) This season, before the Christmas-New Year holiday period, on how many different days did you do any downhill skiing?

WRITE NUMBER IN HERE →

--	--

 79
80

6b) Thinking just of (that/those) (NUMBER MENTIONED IN QU.6a) day(s), at which ski area(s) did you do any downhill skiing? (DO NOT READ - CIRCLE AS MANY AS MENTIONED)

ALBERTA	QU.6b Areas skied	QU.6c Number of days skied	QU.6d							
			weekday	weekend						
Canyon Ski Area -----	1 - 41	<table border="1"><tr><td></td><td>5</td></tr></table>		5	<table border="1"><tr><td></td><td>5</td></tr></table>		5	<table border="1"><tr><td></td><td>5</td></tr></table>		5
	5									
	5									
	5									
Cypress -----	2	<table border="1"><tr><td></td><td>7</td></tr></table>		7	<table border="1"><tr><td></td><td>7</td></tr></table>		7	<table border="1"><tr><td></td><td>7</td></tr></table>		7
	7									
	7									
	7									
Drayton Valley -----	3	<table border="1"><tr><td></td><td>9</td></tr></table>		9	<table border="1"><tr><td></td><td>9</td></tr></table>		9	<table border="1"><tr><td></td><td>9</td></tr></table>		9
	9									
	9									
	9									
Edmonton Ski Club -----	4	<table border="1"><tr><td></td><td>11</td></tr></table>		11	<table border="1"><tr><td></td><td>11</td></tr></table>		11	<table border="1"><tr><td></td><td>11</td></tr></table>		11
	11									
	11									
	11									
Fairview -----	5	<table border="1"><tr><td></td><td>13</td></tr></table>		13	<table border="1"><tr><td></td><td>13</td></tr></table>		13	<table border="1"><tr><td></td><td>13</td></tr></table>		13
	13									
	13									
	13									
Fortress Mountain -----	6	<table border="1"><tr><td></td><td>15</td></tr></table>		15	<table border="1"><tr><td></td><td>15</td></tr></table>		15	<table border="1"><tr><td></td><td>15</td></tr></table>		15
	15									
	15									
	15									
Grande Prairie -----	7	<table border="1"><tr><td></td><td>17</td></tr></table>		17	<table border="1"><tr><td></td><td>17</td></tr></table>		17	<table border="1"><tr><td></td><td>17</td></tr></table>		17
	17									
	17									
	17									
Kinosoo Ridge -----	8	<table border="1"><tr><td></td><td>19</td></tr></table>		19	<table border="1"><tr><td></td><td>19</td></tr></table>		19	<table border="1"><tr><td></td><td>19</td></tr></table>		19
	19									
	19									
	19									
Lake Eden Resort -----	9	<table border="1"><tr><td></td><td>21</td></tr></table>		21	<table border="1"><tr><td></td><td>21</td></tr></table>		21	<table border="1"><tr><td></td><td>21</td></tr></table>		21
	21									
	21									
	21									
Lake Louise -----	0	<table border="1"><tr><td></td><td>23</td></tr></table>		23	<table border="1"><tr><td></td><td>23</td></tr></table>		23	<table border="1"><tr><td></td><td>23</td></tr></table>		23
	23									
	23									
	23									
Long Lake -----	X	<table border="1"><tr><td></td><td>25</td></tr></table>		25	<table border="1"><tr><td></td><td>25</td></tr></table>		25	<table border="1"><tr><td></td><td>25</td></tr></table>		25
	25									
	25									
	25									
Marmot Basin -----	V	<table border="1"><tr><td></td><td>27</td></tr></table>		27	<table border="1"><tr><td></td><td>27</td></tr></table>		27	<table border="1"><tr><td></td><td>27</td></tr></table>		27
	27									
	27									
	27									
Mt. Norquay -----	1 - 42	<table border="1"><tr><td></td><td>29</td></tr></table>		29	<table border="1"><tr><td></td><td>29</td></tr></table>		29	<table border="1"><tr><td></td><td>29</td></tr></table>		29
	29									
	29									
	29									
Paskapoo -----	2	<table border="1"><tr><td></td><td>31</td></tr></table>		31	<table border="1"><tr><td></td><td>31</td></tr></table>		31	<table border="1"><tr><td></td><td>31</td></tr></table>		31
	31									
	31									
	31									
Rabbit Hill -----	3	<table border="1"><tr><td></td><td>33</td></tr></table>		33	<table border="1"><tr><td></td><td>33</td></tr></table>		33	<table border="1"><tr><td></td><td>33</td></tr></table>		33
	33									
	33									
	33									
Silver Summit -----	4	<table border="1"><tr><td></td><td>35</td></tr></table>		35	<table border="1"><tr><td></td><td>35</td></tr></table>		35	<table border="1"><tr><td></td><td>35</td></tr></table>		35
	35									
	35									
	35									
Sunshine Village -----	5	<table border="1"><tr><td></td><td>37</td></tr></table>		37	<table border="1"><tr><td></td><td>37</td></tr></table>		37	<table border="1"><tr><td></td><td>37</td></tr></table>		37
	37									
	37									
	37									
Swan Ridge -----	6	<table border="1"><tr><td></td><td>39</td></tr></table>		39	<table border="1"><tr><td></td><td>39</td></tr></table>		39	<table border="1"><tr><td></td><td>39</td></tr></table>		39
	39									
	39									
	39									
Swiss Valley -----	7	<table border="1"><tr><td></td><td>41</td></tr></table>		41	<table border="1"><tr><td></td><td>41</td></tr></table>		41	<table border="1"><tr><td></td><td>41</td></tr></table>		41
	41									
	41									
	41									
Tawatinaw Valley -----	8	<table border="1"><tr><td></td><td>43</td></tr></table>		43	<table border="1"><tr><td></td><td>43</td></tr></table>		43	<table border="1"><tr><td></td><td>43</td></tr></table>		43
	43									
	43									
	43									
Westcastle -----	9	<table border="1"><tr><td></td><td>45</td></tr></table>		45	<table border="1"><tr><td></td><td>45</td></tr></table>		45	<table border="1"><tr><td></td><td>45</td></tr></table>		45
	45									
	45									
	45									
Other Alberta (SPECIFY) _____		<table border="1"><tr><td></td><td>47</td></tr></table>		47	<table border="1"><tr><td></td><td>47</td></tr></table>		47	<table border="1"><tr><td></td><td>47</td></tr></table>		47
	47									
	47									
	47									
_____		<table border="1"><tr><td></td><td>48</td></tr></table>		48	<table border="1"><tr><td></td><td>48</td></tr></table>		48	<table border="1"><tr><td></td><td>48</td></tr></table>		48
	48									
	48									
	48									
_____		<table border="1"><tr><td></td><td>49</td></tr></table>		49	<table border="1"><tr><td></td><td>49</td></tr></table>		49	<table border="1"><tr><td></td><td>49</td></tr></table>		49
	49									
	49									
	49									
_____		<table border="1"><tr><td></td><td>50</td></tr></table>		50	<table border="1"><tr><td></td><td>50</td></tr></table>		50	<table border="1"><tr><td></td><td>50</td></tr></table>		50
	50									
	50									
	50									
_____		<table border="1"><tr><td></td><td>51</td></tr></table>		51	<table border="1"><tr><td></td><td>51</td></tr></table>		51	<table border="1"><tr><td></td><td>51</td></tr></table>		51
	51									
	51									
	51									
_____		<table border="1"><tr><td></td><td>52</td></tr></table>		52	<table border="1"><tr><td></td><td>52</td></tr></table>		52	<table border="1"><tr><td></td><td>52</td></tr></table>		52
	52									
	52									
	52									
_____		<table border="1"><tr><td></td><td>53</td></tr></table>		53	<table border="1"><tr><td></td><td>53</td></tr></table>		53	<table border="1"><tr><td></td><td>53</td></tr></table>		53
	53									
	53									
	53									
_____		<table border="1"><tr><td></td><td>54</td></tr></table>		54	<table border="1"><tr><td></td><td>54</td></tr></table>		54	<table border="1"><tr><td></td><td>54</td></tr></table>		54
	54									
	54									
	54									
_____		<table border="1"><tr><td></td><td>55</td></tr></table>		55	<table border="1"><tr><td></td><td>55</td></tr></table>		55	<table border="1"><tr><td></td><td>55</td></tr></table>		55
	55									
	55									
	55									
_____		<table border="1"><tr><td></td><td>56</td></tr></table>		56	<table border="1"><tr><td></td><td>56</td></tr></table>		56	<table border="1"><tr><td></td><td>56</td></tr></table>		56
	56									
	56									
	56									
B.C. (SPECIFY) _____		<table border="1"><tr><td></td><td>57</td></tr></table>		57	<table border="1"><tr><td></td><td>57</td></tr></table>		57	<table border="1"><tr><td></td><td>57</td></tr></table>		57
	57									
	57									
	57									
_____		<table border="1"><tr><td></td><td>58</td></tr></table>		58	<table border="1"><tr><td></td><td>58</td></tr></table>		58	<table border="1"><tr><td></td><td>58</td></tr></table>		58
	58									
	58									
	58									
_____		<table border="1"><tr><td></td><td>59</td></tr></table>		59	<table border="1"><tr><td></td><td>59</td></tr></table>		59	<table border="1"><tr><td></td><td>59</td></tr></table>		59
	59									
	59									
	59									
_____		<table border="1"><tr><td></td><td>60</td></tr></table>		60	<table border="1"><tr><td></td><td>60</td></tr></table>		60	<table border="1"><tr><td></td><td>60</td></tr></table>		60
	60									
	60									
	60									
U.S. (SPECIFY) _____		<table border="1"><tr><td></td><td>61</td></tr></table>		61	<table border="1"><tr><td></td><td>61</td></tr></table>		61	<table border="1"><tr><td></td><td>61</td></tr></table>		61
	61									
	61									
	61									
_____		<table border="1"><tr><td></td><td>62</td></tr></table>		62	<table border="1"><tr><td></td><td>62</td></tr></table>		62	<table border="1"><tr><td></td><td>62</td></tr></table>		62
	62									
	62									
	62									
_____		<table border="1"><tr><td></td><td>63</td></tr></table>		63	<table border="1"><tr><td></td><td>63</td></tr></table>		63	<table border="1"><tr><td></td><td>63</td></tr></table>		63
	63									
	63									
	63									
_____		<table border="1"><tr><td></td><td>64</td></tr></table>		64	<table border="1"><tr><td></td><td>64</td></tr></table>		64	<table border="1"><tr><td></td><td>64</td></tr></table>		64
	64									
	64									
	64									
Other (SPECIFY) _____		<table border="1"><tr><td></td><td>65</td></tr></table>		65	<table border="1"><tr><td></td><td>65</td></tr></table>		65	<table border="1"><tr><td></td><td>65</td></tr></table>		65
	65									
	65									
	65									
_____		<table border="1"><tr><td></td><td>66</td></tr></table>		66	<table border="1"><tr><td></td><td>66</td></tr></table>		66	<table border="1"><tr><td></td><td>66</td></tr></table>		66
	66									
	66									
	66									
_____		<table border="1"><tr><td></td><td>67</td></tr></table>		67	<table border="1"><tr><td></td><td>67</td></tr></table>		67	<table border="1"><tr><td></td><td>67</td></tr></table>		67
	67									
	67									
	67									
_____		<table border="1"><tr><td></td><td>68</td></tr></table>		68	<table border="1"><tr><td></td><td>68</td></tr></table>		68	<table border="1"><tr><td></td><td>68</td></tr></table>		68
	68									
	68									
	68									

IF ONLY "ONE" DAY IN QU.6a SKIP TO QU.6f.

IF MORE THAN ONE AREA MENTIONED IN QU.6b, ASK QU.6c FOR EACH AREA. OTHERWISE SKIP TO QU.6d.

6c) On how many of those (NUMBER IN QU.6a) did you ski at (SKI AREA)? (RECORD NUMBER)

FOR EACH AREA MENTIONED IN QU.6b, ASK:

6d) When you were skiing at (SKI AREA), how many of these days, if any, were on a weekday from Monday to Friday and how many were on a weekend? (WRITE IN NUMBER)

79-0	79-0	79-1	79-1
80-8	80-9	80-0	80-1

6e) Were these ski days before the holiday period ... (READ LIST - CIRCLE ONE ONLY)

all one trip away from home ----- 1 ⁻⁵ → SKIP TO QU.6k
 Or more than one trip from home ----- 2

IF ONE TRIP IN QU.6e AND MORE THAN ONE AREA IN QU.6b, SKIP TO QU.6k.

IF MORE THAN ONE TRIP IN QU.6e AND ONLY ONE AREA IN QU.6b, SKIP TO QU.6h.

6f) Of these occasions, I'd like you to think about the last trip you made before the holiday period. It may have been just for a couple of hours or for a few days, but I need to know about the last outing. To which ski area did you go?

WRITE IN NAME → _____

6-
7-
8-
9-
10-

IF NECESSARY ASK QU.6g. OTHERWISE INTERVIEWER COMPLETE.

6g) In which province or state is that ski area located? (DO NOT READ LIST - CIRCLE ONE)

Alberta ----- 1 ⁻¹¹

B.C. ----- 2

California ----- 3

Colorado ----- 4

Idaho ----- 5

Montana ----- 6

Other (SPECIFY) _____

6h) Thinking just of that/the last trip before the holiday period, how many days did you ski there?

WRITE IN NUMBER →

12	13

IF MORE THAN 011
 SKIP TO QU.6k

6i) Was this on a ... (READ LIST - CIRCLE ONE)

weekday from Monday to Friday- 1 ⁻¹⁴

Or a weekend? ----- 2

6j) What was the date of that outing?

WRITE IN → _____ ¹⁵ ¹⁷
 DAY MONTH ¹⁶ ¹⁸ → SKIP TO QU.6m

6k) What date did you leave home and what date did you return home?

WRITE IN →

DATE LEFT HOME	DAY ¹⁹ 20	MONTH ²¹ 22
DATE RETURNED	DAY ²³ 24	MONTH ²⁵ 26

6l) On that occasion, did you stay ... (READ LIST - CIRCLE ONE)

at the home of friends or relatives ----- 1 ⁻²⁷

at a hotel, motel or lodge ----- 2

at a guest house or hostel ----- 3

at your own cottage or condominium ----- 4

at a campsite ----- 5

Or just where did you stay (SPECIFY) _____

6m) How many other people from your own household, if any, were skiing with you on that trip?

WRITE IN NUMBER HERE →

--	--

²⁸₂₉

6n) Which of the following did you use on that trip? (READ LIST - CIRCLE AS MANY AS MENTIONED)

- Air ----- 1 ⁻³⁰
 Private car ----- 2
 Rental car ----- 3
 Train ----- 4
 Scheduled bus ----- 5
 Chartered bus ----- 6
 Taxi ----- 7

Or Just what (SPECIFY) _____

6o) Were you on a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

- Yes ----- 1 ⁻³¹
 No ----- 2 → SKIP TO QU.6s

6p) What is the name of that tour package?

WRITE IN → _____ ³²⁻₃₃₋₃₄₋

6q) In total, how much did the tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE → \$

--	--	--	--	--

_{35 36 37 38 39}

6r) Not including those things covered in your tour package, how much did you (and the other household members travelling with you) spend in total (while you were outside Alberta), including any credit card purchases, on ... (READ EACH ITEM SEPARATELY AND RECORD AMOUNT)

- Meals and refreshments? ----- \$

--	--	--

⁴⁰_{41 42}
- Accommodation or lodging? ----- \$

--	--	--

⁴³_{44 45}
- Car expenses, including gas, oil, and any maintenance or repair? ----- \$

--	--	--

⁴⁶_{47 48}
- Any other transportation while in the area? --- \$

--	--	--

⁴⁹_{50 51}
- Ski equipment and clothing? ----- \$

--	--	--

⁵²_{53 54}
- Lift tickets? ----- \$

--	--	--

⁵⁵_{56 57}
- Ski equipment rental? ----- \$

--	--	--

⁵⁸_{59 60}
- Ski school lessons? ----- \$

--	--	--

⁶¹_{62 63}
- Recreation and entertainment including apres ski? ----- \$

--	--	--

⁶⁴_{65 66}
- Any other expenses? ----- \$

--	--	--

⁶⁷_{68 69}

SKIP TO QU.7a

(READ EACH ITEM SEPARATELY AND RECORD AMOUNT)

21 - 23 6.4

Ski equipment and clothing? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	24 26
Lift tickets? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	27 29
Ski equipment rental? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	30 32
Ski school lessons? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	33 35
Recreation and entertainment including apres ski? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	36 38
Any other expenses? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	39 41

ASK EVERYONE

- 7a) What were some of the reasons for your going to (SKI AREA MENTIONED IN QU.3c/3h OR QU.6b/6g) on this trip you've been telling me about? ... What else? ... Anything else?

- 42
- 43
- 44

REFER TO QU.3b/QU.3i OR QU.6a/QU.6h - IF 011 IN ANY, SKIP TO QU.8

- 7b) Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

	Excellent	Good	Fair	Poor
Trip, in general? -----	1	2	3	4 - 45
Total cost of this trip? -----	1	2	3	4 - 46
Ease of accessibility from home? -----	1	2	3	4 - 47
Ease of access to ski slopes? -----	1	2	3	4 - 48
Overnight accommodation? -----	1	2	3	4 - 49
Quality of food? -----	1	2	3	4 - 50
Quality of service at the ski resort? -----	1	2	3	4 - 51
Après ski? -----	1	2	3	4 - 52
Ski town itself? -----	1	2	3	4 - 53
Scenery? -----	1	2	3	4 - 54
Fun, excitement and enjoyment? -----	1	2	3	4 - 55
Snow conditions? -----	1	2	3	4 - 56
Quality of ski run grooming? -----	1	2	3	4 - 57
Variety of ski runs for you? -----	1	2	3	4 - 58
Number of skiers on the hill today? -----	1	2	3	4 - 59
Day lodge capacity? -----	1	2	3	4 - 60
Lift line ups? -----	1	2	3	4 - 61
Weather conditions? -----	1	2	3	4 - 62

ASK "ONE" DAY SKIERS ONLY

SKIP TO INSTRUCTION BEFORE QU.9a

8. Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

	Excellent	Good	Fair	Poor
Trip, in general? -----	1	2	3	4 - 63
Total cost of this trip? -----	1	2	3	4 - 64
Ease of accessibility from home? -----	1	2	3	4 - 65
Quality of food? -----	1	2	3	4 - 66
Quality of service at the ski resort? -----	1	2	3	4 - 67
Scenery? -----	1	2	3	4 - 68
Fun, excitement and enjoyment? -----	1	2	3	4 - 69
Snow conditions? -----	1	2	3	4 - 70
Quality of ski run grooming? -----	1	2	3	4 - 71
Variety of ski runs for you? -----	1	2	3	4 - 72
Number of skiers on the hill? -----	1	2	3	4 - 73
Day lodge capacity? -----	1	2	3	4 - 74
Lift line ups? -----	1	2	3	4 - 75
Weather conditions? -----	1	2	3	4 - 76

#9079

781
80-3

REFER TO QU.3c OR QU.6b IF ONLY ALBERTA SKI AREAS MENTIONED, ASK QU.9a - ALL OTHERS SKIP TO INSTRUCTIONS BEFORE QU.9b

9a) Since the beginning of the nineteen eighty-three - eighty-four season, have you done any skiing downhill outside of Alberta, or not?

Yes ----- 1 -5

No ----- 2 → SKIP TO QU.10

IF "LAST TRIP" WAS AT AN ALBERTA SKI AREA, ASK QU.9b, OTHERWISE SKIP TO QU.10.

9b) At which ski area outside Alberta were you most recently?

WRITE IN NAME →

6-
7-
8-
9-
10-

9c) Thinking of just that trip, on how many days were you skiing at (SKI AREA)?

WRITE IN NUMBER →

--	--

11-
12-

9d) How many other people from your own household, if any, were skiing with you on that trip?

WRITE IN NUMBER →

--	--

13
14

9e) Was it a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

Yes ----- 1 -15

No ----- 2 → SKIP TO QU.9i

9f) What is the name of that tour package?

WRITE IN →

16-
17-
18-

9g) In total, how much in Canadian dollars did the tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE →

\$					
----	--	--	--	--	--

19 20 21 22 23

9h) Not including those things covered in your tour package, how much money in Canadian dollars did you (and the other household members travelling with you) spend in total, including any credit card purchases while you were outside Alberta?

WRITE IN AMOUNT HERE →

\$					
----	--	--	--	--	--

24 25 26 27

→ SKIP TO QU.9j

9i) How much, in total, in Canadian dollars did you (and the other household members travelling with you) spend outside Alberta while you were on that trip? Please include any credit card purchases?

WRITE IN AMOUNT HERE →

\$					
----	--	--	--	--	--

28 29 30 31

9j) By the way, what date did you leave home to go on this ski trip and what date did you return?

DATE LEFT	<u>32</u> <u>11</u>	<u>34</u> <u>25</u>
	DAY	MONTH
DATE RETURNED	<u>36</u> <u>17</u>	<u>38</u> <u>19</u>
	DAY	MONTH

ASK EVERYONE

10. Finally, in what way, if any, does "snow-making" affect your choice of a ski area?

40 -
41 -

BASIC DATA

Now I have some questions that will help us to group our interviews.

A. How would you classify yourself as a downhill skier? Are you a ... (READ LIST - CIRCLE ONE)

beginner ----- 1 - 42

intermediate ----- 2

advanced ----- 3

Or expert ----- 4

B. What is your occupation; that is what type of work do you do? Please describe fully.

_____ 43 -

C. What was the last grade of schooling you, yourself, completed? (DO NOT READ LIST - CIRCLE ONE ONLY)

Some or completed grade school ---- 1 - 44

Some or completed high school ----- 2

Some college or university ----- 3

Completed college or university --- 4

Post graduate ----- 5

Other post high school training --- 6

Other (SPECIFY) _____

D. Are you at present ...? (READ LIST - CIRCLE ONE)

single ----- 1 - 45

married ----- 2

widowed ----- 3

separated ----- 4

Or divorced? ----- 5

E. Is the chief wage earner in your household aged ... (READ LIST - CIRCLE ONE)

forty-four years or younger --- 1 -46

Or forty-five years or older ----- 2

F. Including yourself and any babies, in which age group is the youngest member of your household? (READ LIST - CIRCLE ONE)

Under six years old ----- 1 -47

Six to eleven years ----- 2

Twelve to seventeen years --- 3

Eighteen years or older ----- 4

G. Finally, in which of the following groups was the total household income in 1983, before taxes? (READ LIST - CIRCLE ONE ONLY)

Under \$25,000 ----- 1 -48

\$25,000 to \$40,000 ----- 2

Or Over \$40,000 ----- 3

H. Sex (INTERVIEWER RECORD)

Male ----- 1 -49

Female ---- 2

ASK AND RECORD ON TOP PAGE:

NAME

ADDRESS

POSTAL CODE

CHECK TELEPHONE #

THANK YOU VERY MUCH FOR PARTICIPATING IN THIS SURVEY!

#9079

79-1
80-4

RE-INTRODUCE YOURSELF IF NECESSARY

2a) Before we begin, in which of the following age groups are you? (READ LIST - CIRCLE ONE ONLY)

- Under twelve years ----- 1 ⁻³⁷ → TERMINATE AND RECORD
 Twelve to seventeen years ----- 2
 Eighteen to twenty-four years ----- 3
 Twenty-five to twenty-nine years ----- 4
 Thirty to thirty-four years ----- 5
 Thirty-five to thirty-nine years ----- 6
 Forty to forty-four years ----- 7
 Forty-five to forty-nine years ----- 8
 Fifty to fifty-four years ----- 9
 Fifty-five and over ----- 0

IF RESPONDENT IS NOT PERSON YOU TALKED TO FIRST, ASK QU.2b. OTHERWISE SKIP TO QU.2c

2b) Have you, yourself, done any downhill skiing since the beginning of this season, or not?

Yes ----- 1 ⁻²⁸

No ----- 2 → TERMINATE AND RECORD

2c) Since the beginning of this season, how much money, if any, have you, yourself, spent on ski clothing in Alberta?

WRITE IN AMOUNT HERE → \$

2	9	3	0	8	1	3	2
---	---	---	---	---	---	---	---

2d) Also since the beginning of this season, how much money, if any, have you, yourself, spent on ski equipment in Alberta?

WRITE IN AMOUNT HERE → \$

1	3	3	0	8	5	2	6
---	---	---	---	---	---	---	---

3a1] Since March 17th but before April 30th, did you do any downhill skiing, or not?

Yes ----- 7 → SKIP TO YELLOW QUESTIONNAIRE

No ----- 8

3a2] Since February 7th but before March 17th, did you do any downhill skiing, or not?

Yes ----- 5 → SKIP TO BLUE QUESTIONNAIRE

No ----- 6

3a3] Since the Christmas-New Year holiday, but before Feb. 6th, did you do any downhill skiing, or not?

Yes ----- 3 → SKIP TO PINK QUESTIONNAIRE

No ----- 4

3a4] During the Christmas-New Year holiday period, did you do any downhill skiing, or not?

Yes ----- 1 ⁻³⁷

No ----- 2 → SKIP TO QU.6a

3b) On how many different days since March 17th up to the end of April did you do any downhill skiing?

WRITE IN NUMBER HERE →

--	--

 DAY(S)

3c) Thinking just of (that/those) (NUMBER MENTIONED IN QU.3b) day(s), at which ski area(s) did you do any downhill skiing? (DO NOT READ - CIRCLE AS MANY AS MENTIONED)

ALBERTA	QU.3c Areas skied	QU.3d Number of days skied	QU.3e							
			Weekday	Weekend						
Canyon Ski Area -----	1 - 00	<table border="1"><tr><td></td><td>5</td></tr></table>		5	<table border="1"><tr><td></td><td>5</td></tr></table>		5	<table border="1"><tr><td></td><td>5</td></tr></table>		5
	5									
	5									
	5									
Cypress -----	2	<table border="1"><tr><td></td><td>7</td></tr></table>		7	<table border="1"><tr><td></td><td>7</td></tr></table>		7	<table border="1"><tr><td></td><td>7</td></tr></table>		7
	7									
	7									
	7									
Drayton Valley -----	3	<table border="1"><tr><td></td><td>9</td></tr></table>		9	<table border="1"><tr><td></td><td>9</td></tr></table>		9	<table border="1"><tr><td></td><td>9</td></tr></table>		9
	9									
	9									
	9									
Edmonton Ski Club -----	4	<table border="1"><tr><td></td><td>12</td></tr></table>		12	<table border="1"><tr><td></td><td>12</td></tr></table>		12	<table border="1"><tr><td></td><td>12</td></tr></table>		12
	12									
	12									
	12									
Fairview -----	5	<table border="1"><tr><td></td><td>13</td></tr></table>		13	<table border="1"><tr><td></td><td>13</td></tr></table>		13	<table border="1"><tr><td></td><td>13</td></tr></table>		13
	13									
	13									
	13									
Fortress Mountain -----	6	<table border="1"><tr><td></td><td>16</td></tr></table>		16	<table border="1"><tr><td></td><td>16</td></tr></table>		16	<table border="1"><tr><td></td><td>16</td></tr></table>		16
	16									
	16									
	16									
Grande Prairie -----	7	<table border="1"><tr><td></td><td>17</td></tr></table>		17	<table border="1"><tr><td></td><td>17</td></tr></table>		17	<table border="1"><tr><td></td><td>17</td></tr></table>		17
	17									
	17									
	17									
Kinosoo Ridge -----	8	<table border="1"><tr><td></td><td>19</td></tr></table>		19	<table border="1"><tr><td></td><td>19</td></tr></table>		19	<table border="1"><tr><td></td><td>19</td></tr></table>		19
	19									
	19									
	19									
Lake Eden Resort -----	9	<table border="1"><tr><td></td><td>21</td></tr></table>		21	<table border="1"><tr><td></td><td>21</td></tr></table>		21	<table border="1"><tr><td></td><td>21</td></tr></table>		21
	21									
	21									
	21									
Lake Louise -----	0	<table border="1"><tr><td></td><td>23</td></tr></table>		23	<table border="1"><tr><td></td><td>23</td></tr></table>		23	<table border="1"><tr><td></td><td>23</td></tr></table>		23
	23									
	23									
	23									
Long Lake -----	X	<table border="1"><tr><td></td><td>25</td></tr></table>		25	<table border="1"><tr><td></td><td>25</td></tr></table>		25	<table border="1"><tr><td></td><td>25</td></tr></table>		25
	25									
	25									
	25									
Marmot Basin -----	V	<table border="1"><tr><td></td><td>27</td></tr></table>		27	<table border="1"><tr><td></td><td>27</td></tr></table>		27	<table border="1"><tr><td></td><td>27</td></tr></table>		27
	27									
	27									
	27									
Mt. Norquay -----	1 - 01	<table border="1"><tr><td></td><td>29</td></tr></table>		29	<table border="1"><tr><td></td><td>29</td></tr></table>		29	<table border="1"><tr><td></td><td>29</td></tr></table>		29
	29									
	29									
	29									
Paskapoo -----	2	<table border="1"><tr><td></td><td>31</td></tr></table>		31	<table border="1"><tr><td></td><td>31</td></tr></table>		31	<table border="1"><tr><td></td><td>31</td></tr></table>		31
	31									
	31									
	31									
Rabbit Hill -----	3	<table border="1"><tr><td></td><td>33</td></tr></table>		33	<table border="1"><tr><td></td><td>33</td></tr></table>		33	<table border="1"><tr><td></td><td>33</td></tr></table>		33
	33									
	33									
	33									
Silver Summit -----	4	<table border="1"><tr><td></td><td>35</td></tr></table>		35	<table border="1"><tr><td></td><td>35</td></tr></table>		35	<table border="1"><tr><td></td><td>35</td></tr></table>		35
	35									
	35									
	35									
Sunshine Village -----	5	<table border="1"><tr><td></td><td>37</td></tr></table>		37	<table border="1"><tr><td></td><td>37</td></tr></table>		37	<table border="1"><tr><td></td><td>37</td></tr></table>		37
	37									
	37									
	37									
Swan Ridge -----	6	<table border="1"><tr><td></td><td>39</td></tr></table>		39	<table border="1"><tr><td></td><td>39</td></tr></table>		39	<table border="1"><tr><td></td><td>39</td></tr></table>		39
	39									
	39									
	39									
Swiss Valley -----	7	<table border="1"><tr><td></td><td>41</td></tr></table>		41	<table border="1"><tr><td></td><td>41</td></tr></table>		41	<table border="1"><tr><td></td><td>41</td></tr></table>		41
	41									
	41									
	41									
Tawatinaw Valley -----	8	<table border="1"><tr><td></td><td>43</td></tr></table>		43	<table border="1"><tr><td></td><td>43</td></tr></table>		43	<table border="1"><tr><td></td><td>43</td></tr></table>		43
	43									
	43									
	43									
Westcastle -----	9	<table border="1"><tr><td></td><td>45</td></tr></table>		45	<table border="1"><tr><td></td><td>45</td></tr></table>		45	<table border="1"><tr><td></td><td>45</td></tr></table>		45
	45									
	45									
	45									
Other Alberta (SPECIFY) _____		<table border="1"><tr><td></td><td>47</td></tr></table>		47	<table border="1"><tr><td></td><td>47</td></tr></table>		47	<table border="1"><tr><td></td><td>47</td></tr></table>		47
	47									
	47									
	47									
_____		<table border="1"><tr><td></td><td>49</td></tr></table>		49	<table border="1"><tr><td></td><td>49</td></tr></table>		49	<table border="1"><tr><td></td><td>49</td></tr></table>		49
	49									
	49									
	49									
_____		<table border="1"><tr><td></td><td>51</td></tr></table>		51	<table border="1"><tr><td></td><td>51</td></tr></table>		51	<table border="1"><tr><td></td><td>51</td></tr></table>		51
	51									
	51									
	51									
_____		<table border="1"><tr><td></td><td>53</td></tr></table>		53	<table border="1"><tr><td></td><td>53</td></tr></table>		53	<table border="1"><tr><td></td><td>53</td></tr></table>		53
	53									
	53									
	53									
_____		<table border="1"><tr><td></td><td>55</td></tr></table>		55	<table border="1"><tr><td></td><td>55</td></tr></table>		55	<table border="1"><tr><td></td><td>55</td></tr></table>		55
	55									
	55									
	55									
_____		<table border="1"><tr><td></td><td>57</td></tr></table>		57	<table border="1"><tr><td></td><td>57</td></tr></table>		57	<table border="1"><tr><td></td><td>57</td></tr></table>		57
	57									
	57									
	57									
B.C. (SPECIFY) _____		<table border="1"><tr><td></td><td>59</td></tr></table>		59	<table border="1"><tr><td></td><td>59</td></tr></table>		59	<table border="1"><tr><td></td><td>59</td></tr></table>		59
	59									
	59									
	59									
_____		<table border="1"><tr><td></td><td>61</td></tr></table>		61	<table border="1"><tr><td></td><td>61</td></tr></table>		61	<table border="1"><tr><td></td><td>61</td></tr></table>		61
	61									
	61									
	61									
U.S. (SPECIFY) _____		<table border="1"><tr><td></td><td>63</td></tr></table>		63	<table border="1"><tr><td></td><td>63</td></tr></table>		63	<table border="1"><tr><td></td><td>63</td></tr></table>		63
	63									
	63									
	63									
_____		<table border="1"><tr><td></td><td>65</td></tr></table>		65	<table border="1"><tr><td></td><td>65</td></tr></table>		65	<table border="1"><tr><td></td><td>65</td></tr></table>		65
	65									
	65									
	65									
Other (SPECIFY) _____		<table border="1"><tr><td></td><td>67</td></tr></table>		67	<table border="1"><tr><td></td><td>67</td></tr></table>		67	<table border="1"><tr><td></td><td>67</td></tr></table>		67
	67									
	67									
	67									
_____		<table border="1"><tr><td></td><td>69</td></tr></table>		69	<table border="1"><tr><td></td><td>69</td></tr></table>		69	<table border="1"><tr><td></td><td>69</td></tr></table>		69
	69									
	69									
	69									

IF ONLY "ONE" DAY IN QU.3b SKIP TO QU.3j.

IF MORE THAN ONE AREA MENTIONED IN QU.3c, ASK QU.3d FOR EACH AREA. OTHERWISE SKIP TO QU.3e.

3d) On how many of those (NUMBER IN QU.3b) did you ski at (SKI AREA)? (RECORD NUMBER)

FOR EACH AREA MENTIONED IN QU.3c, ASK:

3e) When you were skiing at (SKI AREA), how many of these days, if any, were on a weekday from Monday to Friday and how many were on a weekend? (WRITE IN NUMBER)

79- 79- 79- 79-
80- 80- 80- 80-

- 3 -
3f) Were these ski days during this period ... (READ LIST - CIRCLE ONE ONLY)

all one trip away from home ----- 1 ⁻⁵ → SKIP TO QU.31

Or more than one trip from home ----- 2

IF ONE TRIP IN QU.3f AND MORE THAN ONE AREA IN QU.3c, SKIP TO QU.3L.

IF MORE THAN ONE TRIP IN QU.3f AND ONLY ONE AREA IN QU.3c, SKIP TO QU.31.

3g) Of these occasions, I'd like you to think about the last trip you made between March 17th and the end of April. It may have been just for a couple of hours or for a few days, but I need to know about the last outing. To which ski area did you go?

WRITE IN NAME → _____

6
7
8
9
10

IF NECESSARY ASK QU.3h. OTHERWISE INTERVIEWER COMPLETE.

3h) In which province or state is that ski area located? (DO NOT READ LIST - CIRCLE ONE)

Alberta ----- 1 ⁻⁴

B.C. ----- 2

California ----- 3

Colorado ----- 4

Idaho ----- 5

Montana ----- 6

Other (SPECIFY) _____

3i) Thinking just of that/the last trip during that period, how many days did you ski there?

WRITE IN NUMBER →

--	--

 → IF MORE THAN

01

 SKIP TO QU.3L

12 13

3j) Was this on a ... (READ LIST - CIRCLE ONE)

weekday from Monday to Friday- 1 ⁻¹⁴

Or a weekend? ----- 2

3k) What was the date of that outing?

WRITE IN → _____ ¹⁵ ¹⁷
DAY MONTH → SKIP TO QU.4a

3L) What date did you leave home and what date did you return home?

WRITE IN →

--

--

DATE LEFT HOME DAY MONTH
DATE RETURNED DAY MONTH

3m) On that occasion, did you stay ... (READ LIST - CIRCLE ONE)

at the home of friends or relatives ----- 1 ⁻²⁷

at a hotel, motel or lodge ----- 2

at a guest house or hostel ----- 3

at your own cottage or condominium ----- 4

at a campsite ----- 5

Or just where did you stay (SPECIFY) _____

4a) How many other people from your own household, if any, were skiing with you on that trip?

WRITE IN NUMBER HERE →

28	29
----	----

4b) Which of the following did you use on that trip? (READ LIST - CIRCLE AS MANY AS MENTIONED)

- Air ----- 1-30
- Private car ----- 2
- Rental car ----- 3
- Train ----- 4
- Scheduled bus ----- 5
- Chartered bus ----- 6
- Taxi ----- 7

Or Just what (SPECIFY) _____

4c) Were you on a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

Yes ----- 1-31

No ----- 2 → SKIP TO QU.5

4d) What is the name of that tour package?

WRITE IN →

32-
33-
34-

4e) In total, how much did the tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE →

\$					
	35	36	37	38	39

4f) Not including those things covered in your tour package, how much did you (and the other household members travelling with you) spend in total (while you were outside Alberta), including any credit card purchases, on ... (READ EACH ITEM SEPARATELY AND RECORD AMOUNT)

Meals and refreshments? ----- \$

40	41	42
----	----	----

Accommodation or lodging? ----- \$

43	44	45
----	----	----

Car expenses, including gas, oil, and any maintenance or repair? ----- \$

46	47	48
----	----	----

Any other transportation while in the area? --- \$

49	50	51
----	----	----

Ski equipment and clothing? ----- \$

52	53	54
----	----	----

Lift tickets? ----- \$

55	56	57
----	----	----

Ski equipment rental? ----- \$

58	59	60
----	----	----

Ski school lessons? ----- \$

61	62	63
----	----	----

Recreation and entertainment including apres ski? ----- \$

64	65	66
----	----	----

Any other expenses? ----- \$

67	68	69
----	----	----

SKIP TO QU.6

5. Including any credit card purchases, how much did you (and other household members travelling with you) spend, in total (while you were outside Alberta), on ...
(READ EACH ITEM SEPARATELY AND RECORD AMOUNT)

Meals and refreshments? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	5
						8
Accommodation or lodging? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	7
						12
Car expenses, including gas, oil, and any maintenance or repair? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	13
						16
Any other transportation while in the area? ---	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	17
						20
Ski equipment and clothing? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	21
						23
Lift tickets? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	24
						26
Ski equipment rental? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	27
						29
Ski school lessons? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	30
						32
Recreation and entertainment including apres ski? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	33
						35
Any other expenses? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	36
						38

SKIP TO
QU.6

ASK EVERYONE

6. What were some of the reasons for your going to (SKI AREA MENTIONED IN QU.3c/3h) on this trip you've been telling me about? ... What else? ... Anything else?

- 42
- 43
- 44

REFER TO QU.3b/QU.3i - IF ☐ 0 ☒ 1 IN ANY, SKIP TO QU.8

7. Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

	Excellent	Good	Fair	Poor
Trip, in general? -----	1	2	3	4 - 45
Total cost of this trip? -----	1	2	3	4 - 46
Ease of accessibility from home? -----	1	2	3	4 - 47
Ease of access to ski slopes? -----	1	2	3	4 - 48
Overnight accommodation? -----	1	2	3	4 - 49
Quality of food? -----	1	2	3	4 - 50
Quality of service at the ski resort? -----	1	2	3	4 - 51
Après ski? -----	1	2	3	4 - 52
Ski town itself? -----	1	2	3	4 - 53
Scenery? -----	1	2	3	4 - 54
Fun, excitement and enjoyment? -----	1	2	3	4 - 55
Snow conditions? -----	1	2	3	4 - 56
Quality of ski run grooming? -----	1	2	3	4 - 57
Variety of ski runs for you? -----	1	2	3	4 - 58
Number of skiers on the hill today? -----	1	2	3	4 - 59
Day lodge capacity? -----	1	2	3	4 - 60
Lift line ups? -----	1	2	3	4 - 61
Weather conditions? -----	1	2	3	4 - 62

ASK "ONE" DAY SKIERS ONLY

SKIP TO INSTRUCTION BEFORE QU.9a

8. Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

	Excellent	Good	Fair	Poor
Trip, in general? -----	1	2	3	4 - 63
Total cost of this trip? -----	1	2	3	4 - 64
Ease of accessibility from home? -----	1	2	3	4 - 65
Quality of food? -----	1	2	3	4 - 66
Quality of service at the ski resort? -----	1	2	3	4 - 67
Scenery? -----	1	2	3	4 - 68
Fun, excitement and enjoyment? -----	1	2	3	4 - 69
Snow conditions? -----	1	2	3	4 - 70
Quality of ski run grooming? -----	1	2	3	4 - 71
Variety of ski runs for you? -----	1	2	3	4 - 72
Number of skiers on the hill? -----	1	2	3	4 - 73
Day lodge capacity? -----	1	2	3	4 - 74
Lift line ups? -----	1	2	3	4 - 75
Weather conditions? -----	1	2	3	4 - 76

#9079

77
80

REFER TO QU.3c IF ONLY ALBERTA SKI AREAS MENTIONED, ASK QU.9a - ALL OTHERS SKIP TO INSTRUCTIONS BEFORE QU.9b

9a) Since the beginning of the nineteen eighty-three - eighty-four season, have you done any skiing downhill outside of Alberta, or not?

Yes ----- 1 -5

No ----- 2 → SKIP TO QU.10

IF "LAST TRIP" WAS AT AN ALBERTA SKI AREA, ASK QU.9b, OTHERWISE SKIP TO QU.10.

9b) At which ski area outside Alberta were you most recently?

WRITE IN NAME →

6-
7-
8-
9-
10-

9c) Thinking of just that trip, on how many days were you skiing at (SKI AREA)?

WRITE IN NUMBER →

		11-
		12-

9d) How many other people from your own household, if any, were skiing with you on that trip?

WRITE IN NUMBER →

		13
		14

9e) Was it a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

Yes ----- 1 -15

No ----- 2 → SKIP TO QU.9i

9f) What is the name of that tour package?

WRITE IN →

16-
17-
18-

9g) In total, how much in Canadian dollars did the tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE → \$

19	20	21	22	23	

9h) Not including those things covered in your tour package, how much money in Canadian dollars did you (and the other household members travelling with you) spend in total, including any credit card purchases while you were outside Alberta?

WRITE IN AMOUNT HERE → \$

24	25	26	27	

→ SKIP TO QU.9j

9i) How much, in total, in Canadian dollars did you (and the other household members travelling with you) spend outside Alberta while you were on that trip? Please include any credit card purchases?

WRITE IN AMOUNT HERE → \$

28	29	30	31	

9j) By the way, what date did you leave home to go on this ski trip and what date did you return?

DATE LEFT	<u>32</u>	<u>34</u>
	DAY	MONTH
DATE RETURNED	<u>36</u>	<u>38</u>
	DAY	MONTH
	<u>37</u>	<u>39</u>

ASK EVERYONE

10. Finally, in what way, if any, does "snow-making" affect your choice of a ski area?

40 -
41 -

BASIC DATA

Now I have some questions that will help us to group our interviews.

A. How would you classify yourself as a downhill skier? Are you a ... (READ LIST - CIRCLE ONE)

beginner ----- 1 - 42

intermediate ----- 2

advanced ----- 3

Or expert ----- 4

B. What is your occupation; that is what type of work do you do? Please describe fully.

_____ 43 -

C. What was the last grade of schooling you, yourself, completed? (DO NOT READ LIST - CIRCLE ONE ONLY)

Some or completed grade school ---- 1 - 44

Some or completed high school ----- 2

Some college or university ----- 3

Completed college or university --- 4

Post graduate ----- 5

Other post high school training --- 6

Other (SPECIFY) _____

D. Are you at present ...? (READ LIST - CIRCLE ONE)

single ----- 1 - 45

married ----- 2

widowed ----- 3

separated ----- 4

Or divorced? ----- 5

E. Is the chief wage earner in your household aged ... (READ LIST - CIRCLE ONE)

forty-four years or younger --- 1 - ~~46~~

Or forty-five years or older ----- 2

F. Including yourself and any babies, in which age group is the youngest member of your household? (READ LIST - CIRCLE ONE)

Under six years old ----- 1 - ~~47~~

Six to eleven years ----- 2

Twelve to seventeen years --- 3

Eighteen years or older ----- 4

G. Finally, in which of the following groups was the total household income in 1983, before taxes? (READ LIST - CIRCLE ONE ONLY)

Under \$25,000 ----- 1 - ~~48~~

\$25,000 to \$40,000 ----- 2

Or Over \$40,000 ----- 3

H. Sex (INTERVIEWER RECORD)

Male ----- 1 - ~~49~~

Female ---- 2

ASK AND RECORD ON TOP PAGE:

NAME

ADDRESS

POSTAL CODE

CHECK TELEPHONE #

THANK YOU VERY MUCH FOR PARTICIPATING IN THIS SURVEY!

#9079

79-

80-

ASK EVERYONE

- 7a) What were some of the reasons for your going to (SKI AREA MENTIONED IN QU.3c/3h OR QU.6b/6g) on this trip you've been telling me about? ... What else? ... Anything else?

- 42
- 43
- 44

REFER TO QU.3b/QU.3i OR QU.6a/QU.6h - IF ☐ 0 ☐ 1 IN ANY, SKIP TO QU.8

- 7b) Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

	Excellent	Good	Fair	Poor
Trip, in general? -----	1	2	3	4 - 45
Total cost of this trip? -----	1	2	3	4 - 46
Ease of accessibility from home? -----	1	2	3	4 - 47
Ease of access to ski slopes? -----	1	2	3	4 - 48
Overnight accommodation? -----	1	2	3	4 - 49
Quality of food? -----	1	2	3	4 - 50
Quality of service at the ski resort? -----	1	2	3	4 - 51
Après ski? -----	1	2	3	4 - 52
Ski town itself? -----	1	2	3	4 - 53
Scenery? -----	1	2	3	4 - 54
Fun, excitement and enjoyment? -----	1	2	3	4 - 55
Snow conditions? -----	1	2	3	4 - 56
Quality of ski run grooming? -----	1	2	3	4 - 57
Variety of ski runs for you? -----	1	2	3	4 - 58
Number of skiers on the hill today? -----	1	2	3	4 - 59
Day lodge capacity? -----	1	2	3	4 - 60
Lift line ups? -----	1	2	3	4 - 61
Weather conditions? -----	1	2	3	4 - 62

ASK "ONE" DAY SKIERS ONLY

SKIP TO INSTRUCTION BEFORE QU.9a

8. Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

	Excellent	Good	Fair	Poor
Trip, in general? -----	1	2	3	4 - 63
Total cost of this trip? -----	1	2	3	4 - 64
Ease of accessibility from home? -----	1	2	3	4 - 65
Quality of food? -----	1	2	3	4 - 66
Quality of service at the ski resort? -----	1	2	3	4 - 67
Scenery? -----	1	2	3	4 - 68
Fun, excitement and enjoyment? -----	1	2	3	4 - 69
Snow conditions? -----	1	2	3	4 - 70
Quality of ski run grooming? -----	1	2	3	4 - 71
Variety of ski runs for you? -----	1	2	3	4 - 72
Number of skiers on the hill? -----	1	2	3	4 - 73
Day lodge capacity? -----	1	2	3	4 - 74
Lift line ups? -----	1	2	3	4 - 75
Weather conditions? -----	1	2	3	4 - 76

#9079

77-1
80-3

REFER TO QU.3c OR QU.6b IF ONLY ALBERTA SKI AREAS MENTIONED, ASK QU.9a - ALL OTHERS SKIP TO INSTRUCTIONS BEFORE QU.9b

9a) Since the beginning of the nineteen eighty-three - eighty-four season, have you done any skiing downhill outside of Alberta, or not?

Yes ----- 1 -5

No ----- 2 → SKIP TO QU.10

IF "LAST TRIP" WAS AT AN ALBERTA SKI AREA, ASK QU.9b, OTHERWISE SKIP TO QU.10.

9b) At which ski area outside Alberta were you most recently?

WRITE IN NAME → _____

6-
7-
8-
9-
10-

9c) Thinking of just that trip, on how many days were you skiing at (SKI AREA)?

WRITE IN NUMBER →

--	--

 11-
12-

9d) How many other people from your own household, if any, were skiing with you on that trip?

WRITE IN NUMBER →

--	--

 13
14

9e) Was it a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

Yes ----- 1 -15

No ----- 2 → SKIP TO QU.9i

9f) What is the name of that tour package?

WRITE IN → _____

16-
17-
18-

9g) In total, how much in Canadian dollars did the tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE → \$

--	--	--	--	--

19 20 21 22 23

9h) Not including those things covered in your tour package, how much money in Canadian dollars did you (and the other household members travelling with you) spend in total, including any credit card purchases while you were outside Alberta?

WRITE IN AMOUNT HERE → \$

--	--	--	--

 → SKIP TO QU.9j
24 25 26 27

9i) How much, in total, in Canadian dollars did you (and the other household members travelling with you) spend outside Alberta while you were on that trip? Please include any credit card purchases?

WRITE IN AMOUNT HERE → \$

--	--	--	--

28 29 30 31

9j) By the way, what date did you leave home to go on this ski trip and what date did you return?

DATE LEFT	<u>32</u>	<u>34</u>
	<u>33</u>	<u>35</u>
	DAY	MONTH
DATE RETURNED	<u>36</u>	<u>38</u>
	<u>37</u>	<u>39</u>
	DAY	MONTH

ASK EVERYONE

10. Finally, in what way, if any, does "snow-making" affect your choice of a ski area?

40 -
41 -

BASIC DATA

Now I have some questions that will help us to group our interviews.

A. How would you classify yourself as a downhill skier? Are you a ... (READ LIST - CIRCLE ONE)

beginner ----- 1 - ~~42~~

intermediate ----- 2

advanced ----- 3

Or expert ----- 4

B. What is your occupation; that is what type of work do you do? Please describe fully.

_____ 43 -

C. What was the last grade of schooling you, yourself, completed? (DO NOT READ LIST - CIRCLE ONE ONLY)

Some or completed grade school ---- 1 - ~~44~~

Some or completed high school ----- 2

Some college or university ----- 3

Completed college or university --- 4

Post graduate ----- 5

Other post high school training --- 6

Other (SPECIFY) _____

D. Are you at present ...? (READ LIST - CIRCLE ONE)

single ----- 1 - ~~45~~

married ----- 2

widowed ----- 3

separated ----- 4

Or divorced? ----- 5

E. Is the chief wage earner in your household aged ... (READ LIST - CIRCLE ONE)

forty-four years or younger --- 1 -46

Or forty-five years or older ----- 2

F. Including yourself and any babies, in which age group is the youngest member of your household? (READ LIST - CIRCLE ONE)

Under six years old ----- 1 -47

Six to eleven years ----- 2

Twelve to seventeen years --- 3

Eighteen years or older ----- 4

G. Finally, in which of the following groups was the total household income in 1983, before taxes? (READ LIST - CIRCLE ONE ONLY)

Under \$25,000 ----- 1 -48

\$25,000 to \$40,000 ----- 2

Or Over \$40,000 ----- 3

H. Sex (INTERVIEWER RECORD)

Male ----- 1 -49

Female ---- 2

ASK AND RECORD ON TOP PAGE:

NAME

ADDRESS

POSTAL CODE

CHECK TELEPHONE #

THANK YOU VERY MUCH FOR PARTICIPATING IN THIS SURVEY!

#9079

79-1
80-4

RE-INTRODUCE YOURSELF IF NECESSARY

2a) Before we begin, in which of the following age groups are you? (READ LIST - CIRCLE ONE ONLY)

- Under twelve years ----- 1 ⁻³⁷ → TERMINATE AND RECORD
 Twelve to seventeen years ----- 2
 Eighteen to twenty-four years ----- 3
 Twenty-five to twenty-nine years ----- 4
 Thirty to thirty-four years ----- 5
 Thirty-five to thirty-nine years ----- 6
 Forty to forty-four years ----- 7
 Forty-five to forty-nine years ----- 8
 Fifty to fifty-four years ----- 9
 Fifty-five and over ----- 0

IF RESPONDENT IS NOT PERSON YOU TALKED TO FIRST, ASK QU.2b. OTHERWISE SKIP TO QU.2c

2b) Have you, yourself, done any downhill skiing since the beginning of this season, or not?

Yes ----- 1 ⁻³⁸

No ----- 2 → TERMINATE AND RECORD

2c) Since the beginning of this season, how much money, if any, have you, yourself, spent on ski clothing in Alberta?

WRITE IN AMOUNT HERE → \$

2	9	5	0	3	1	5	2
---	---	---	---	---	---	---	---

2d) Also since the beginning of this season, how much money, if any, have you, yourself, spent on ski equipment in Alberta?

WRITE IN AMOUNT HERE → \$

8	3	3	4	2	5	8	6
---	---	---	---	---	---	---	---

3a1] Since February 7th but before March 17th, did you do any downhill skiing, or not?

Yes ----- 5 → SKIP TO BLUE QUESTIONNAIRE

No ----- 6

3a2] Since the Christmas-New Year holiday period, but before February 6th, did you do any downhill skiing, or not?

Yes ----- 3 → SKIP TO PINK QUESTIONNAIRE

No ----- 4

3a3] During the Christmas-New Year holiday period, did you do any downhill skiing, or not?

Yes ----- 1 ⁻³⁷

No ----- 2 → SKIP TO QU.6a

3b) On how many different days since February 7th up to March 17th did you do any downhill skiing?

WRITE IN NUMBER HERE →

--	--

 DAY(S)
99 27

3c) Thinking just of (that/those) (NUMBER MENTIONED IN QU.3b) day(s), at which ski area(s) did you do any downhill skiing? (DO NOT READ - CIRCLE AS MANY AS MENTIONED)

	QU.3c Areas skied	QU.3d Number of days skied	QU.3e							
<u>ALBERTA</u>			<u>Weekday</u>	<u>Weekend</u>						
Canyon Ski Area -----	1 - 00	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 01			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 06			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 06		
Cypress -----	2	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 07			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 07			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 07		
Drayton Valley -----	3	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 09			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 09			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 09		
Edmonton Ski Club -----	4	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 12			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 12			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 12		
Fairview -----	5	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 13			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 13			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 13		
Fortress Mountain -----	6	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 15			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 16			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 15		
Grande Prairie -----	7	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 17			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 18			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 17		
Kinosoo Ridge -----	8	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 19			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 20			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 19		
Lake Eden Resort -----	9	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 21			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 22			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 21		
Lake Louise -----	0	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 23			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 24			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 23		
Long Lake -----	X	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 25			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 26			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 25		
Marmot Basin -----	V	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 27			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 28			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 27		
Mt. Norquay -----	1 - 01	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 29			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 30			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 29		
Paskapoo -----	2	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 31			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 32			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 31		
Rabbit Hill -----	3	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 33			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 34			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 33		
Silver Summit -----	4	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 35			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 36			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 35		
Sunshine Village -----	5	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 37			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 38			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 37		
Swan Ridge -----	6	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 39			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 40			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 39		
Swiss Valley -----	7	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 41			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 42			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 41		
Tawatinaw Valley -----	8	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 43			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 44			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 43		
Westcastle -----	9	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 45			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 46			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 45		
Other Alberta (SPECIFY) _____		<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 47			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 48			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 47		
_____		<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 49			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 50			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 49		
_____		<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 51			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 52			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 51		
_____		<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 53			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 54			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 53		
_____		<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 55			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 56			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 55		
_____		<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 57			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 58			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 57		
B.C. (SPECIFY) _____		<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 59			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 60			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 59		
_____		<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 61			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 62			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 61		
U.S. (SPECIFY) _____		<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 63			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 64			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 63		
_____		<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 65			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 66			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 65		
Other (SPECIFY) _____		<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 67			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 68			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 67		
_____		<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 69			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 70			<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 69		

IF ONLY "ONE" DAY IN QU.3b SKIP TO QU.3j.

IF MORE THAN ONE AREA MENTIONED IN QU.3c, ASK QU.3d FOR EACH AREA.
OTHERWISE SKIP TO QU.3e.

3d) On how many of those (NUMBER IN QU.3b) did you ski at (SKI AREA)?
(RECORD NUMBER) _____

FOR EACH AREA MENTIONED IN QU.3c, ASK:

3e) When you were skiing at (SKI AREA), how many of these days, if any, were on a weekday from
Monday to Friday and how many were on a weekend? (WRITE IN NUMBER) _____

79- 79- 79- 79-
80- 80- 80- 80-

- 3 -
3f) Were these ski days during this period ... (READ LIST - CIRCLE ONE ONLY)

all one trip away from home ----- 1 ⁻⁵ → SKIP TO QU.31

Or more than one trip from home ----- 2

IF ONE TRIP IN QU.3f AND MORE THAN ONE AREA IN QU.3c, SKIP TO QU.3L.

IF MORE THAN ONE TRIP IN QU.3f AND ONLY ONE AREA IN QU.3c, SKIP TO QU.31.

3g) Of these occasions, I'd like you to think about the last trip you made between February 7th and March 17th. It may have been just for a couple of hours or for a few days, but I need to know about the last outing. To which ski area did you go?

WRITE IN NAME → _____

IF NECESSARY ASK QU.3h. OTHERWISE INTERVIEWER COMPLETE.

3h) In which province or state is that ski area located? (DO NOT READ LIST - CIRCLE ONE)

Alberta ----- 1 ⁻¹¹

B.C. ----- 2

California ----- 3

Colorado ----- 4

Idaho ----- 5

Montana ----- 6

Other (SPECIFY) _____

3i) Thinking just of that/the last trip during that period, how many days did you ski there?

WRITE IN NUMBER →

12	13
----	----

IF MORE THAN 01
SKIP TO QU.3L

3j) Was this on a ... (READ LIST - CIRCLE ONE)

weekday from Monday to Friday- 1 ⁻¹⁴

Or a weekend? ----- 2

3k) What was the date of that outing?

WRITE IN →

DAY MONTH

17 18 → SKIP TO QU.4a

3L) What date did you leave home and what date did you return home?

WRITE IN →

DATE LEFT HOME

DAY MONTH

DATE RETURNED

DAY MONTH

3m) On that occasion, did you stay ... (READ LIST - CIRCLE ONE)

at the home of friends or relatives ----- 1 ⁻²⁷

at a hotel, motel or lodge ----- 2

at a guest house or hostel ----- 3

at your own cottage or condominium ----- 4

at a campsite ----- 5

Or just where did you stay (SPECIFY) _____

4a) How many other people from your own household, if any, were skiing with you on that trip?

WRITE IN NUMBER HERE →

28	29
----	----

4b) Which of the following did you use on that trip? (READ LIST - CIRCLE AS MANY AS MENTIONED)

- Air ----- 1-30
- Private car ----- 2
- Rental car ----- 3
- Train ----- 4
- Scheduled bus ----- 5
- Chartered bus ----- 6
- Taxi ----- 7

Or Just what (SPECIFY) _____

4c) Were you on a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

Yes ----- 1-31

No ----- 2 → SKIP TO QU.5

4d) What is the name of that tour package?

WRITE IN →

32-	33-	34-
-----	-----	-----

4e) In total, how much did the tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE →

\$	35	36	37	38	39
----	----	----	----	----	----

4f) Not including those things covered in your tour package, how much did you (and the other household members travelling with you) spend in total (while you were outside Alberta), including any credit card purchases, on ... (READ EACH ITEM SEPARATELY AND RECORD AMOUNT)

Meals and refreshments? ----- \$

40	41	42
----	----	----

Accommodation or lodging? ----- \$

43	44	45
----	----	----

Car expenses, including gas, oil, and any maintenance or repair? ----- \$

46	47	48
----	----	----

Any other transportation while in the area? --- \$

49	50	51
----	----	----

Ski equipment and clothing? ----- \$

52	53	54
----	----	----

Lift tickets? ----- \$

55	56	57
----	----	----

Ski equipment rental? ----- \$

58	59	60
----	----	----

Ski school lessons? ----- \$

61	62	63
----	----	----

Recreation and entertainment including apres ski? ----- \$

64	65	66
----	----	----

Any other expenses? ----- \$

67	68	69
----	----	----

→ SKIP TO QU.6

5. Including any credit card purchases, how much did you (and other household members travelling with you) spend, in total (while you were outside Alberta), on ...
(READ EACH ITEM SEPARATELY AND RECORD AMOUNT)

Meals and refreshments? -----	\$	<div></div> <div></div> <div></div> <div></div>	5 8
Accommodation or lodging? -----	\$	<div></div> <div></div> <div></div> <div></div>	9 12
Car expenses, including gas, oil, and any maintenance or repair? -----	\$	<div></div> <div></div> <div></div> <div></div>	13 16
Any other transportation while in the area? ---	\$	<div></div> <div></div> <div></div> <div></div>	17 20
Ski equipment and clothing? -----	\$	<div></div> <div></div> <div></div> <div></div>	21 23
Lift tickets? -----	\$	<div></div> <div></div> <div></div> <div></div>	24 26
Ski equipment rental? -----	\$	<div></div> <div></div> <div></div> <div></div>	27 29
Ski school lessons? -----	\$	<div></div> <div></div> <div></div> <div></div>	30 32
Recreation and entertainment including apres ski? -----	\$	<div></div> <div></div> <div></div> <div></div>	33 35
Any other expenses? -----	\$	<div></div> <div></div> <div></div> <div></div>	36 38

SKIP TO
QU.6

ASK EVERYONE

6. What were some of the reasons for your going to (SKI AREA MENTIONED IN QU.3c/3h) on this trip you've been telling me about? ... What else? ... Anything else?

- 42
- 43
- 44

REFER TO QU.3b/QU.3i - IF 011 IN ANY, SKIP TO QU.8

7. Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
Trip, in general? -----	1	2	3	4 - 45
Total cost of this trip? -----	1	2	3	4 - 46
Ease of accessibility from home? -----	1	2	3	4 - 47
Ease of access to ski slopes? -----	1	2	3	4 - 48
Overnight accommodation? -----	1	2	3	4 - 49
Quality of food? -----	1	2	3	4 - 50
Quality of service at the ski resort? -----	1	2	3	4 - 51
Après ski? -----	1	2	3	4 - 52
Ski town itself? -----	1	2	3	4 - 53
Scenery? -----	1	2	3	4 - 54
Fun, excitement and enjoyment? -----	1	2	3	4 - 55
Snow conditions? -----	1	2	3	4 - 56
Quality of ski run grooming? -----	1	2	3	4 - 57
Variety of ski runs for you? -----	1	2	3	4 - 58
Number of skiers on the hill today? -----	1	2	3	4 - 59
Day lodge capacity? -----	1	2	3	4 - 60
Lift line ups? -----	1	2	3	4 - 61
Weather conditions? -----	1	2	3	4 - 62

ASK "ONE" DAY SKIERS ONLY

SKIP TO INSTRUCTION BEFORE QU.9a

8. Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
Trip, in general? -----	1	2	3	4 - 63
Total cost of this trip? -----	1	2	3	4 - 64
Ease of accessibility from home? -----	1	2	3	4 - 65
Quality of food? -----	1	2	3	4 - 66
Quality of service at the ski resort? -----	1	2	3	4 - 67
Scenery? -----	1	2	3	4 - 68
Fun, excitement and enjoyment? -----	1	2	3	4 - 69
Snow conditions? -----	1	2	3	4 - 70
Quality of ski run grooming? -----	1	2	3	4 - 71
Variety of ski runs for you? -----	1	2	3	4 - 72
Number of skiers on the hill? -----	1	2	3	4 - 73
Day lodge capacity? -----	1	2	3	4 - 74
Lift line ups? -----	1	2	3	4 - 75
Weather conditions? -----	1	2	3	4 - 76

#9079

77
80-

REFER TO QU.3c IF ONLY ALBERTA SKI AREAS MENTIONED, ASK QU.9a - ALL OTHERS SKIP TO INSTRUCTIONS BEFORE QU.9b

9a) Since the beginning of the nineteen eighty-three - eighty-four season, have you done any skiing downhill outside of Alberta, or not?

Yes ----- 1 -5

No ----- 2 → SKIP TO QU.10

IF "LAST TRIP" WAS AT AN ALBERTA SKI AREA, ASK QU.9b, OTHERWISE SKIP TO QU.10.

9b) At which ski area outside Alberta were you most recently?

WRITE IN NAME →

6-
7-
8-
9-
10-

9c) Thinking of just that trip, on how many days were you skiing at (SKI AREA)?

WRITE IN NUMBER →

--	--

11-
12-

9d) How many other people from your own household, if any, were skiing with you on that trip?

WRITE IN NUMBER →

--	--

13
14

9e) Was it a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

Yes ----- 1 -15

No ----- 2 → SKIP TO QU.9i

9f) What is the name of that tour package?

WRITE IN →

16-
17-
18-

9g) In total, how much in Canadian dollars did the tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE → \$

--	--	--	--	--

19 20 21 22 23

9h) Not including those things covered in your tour package, how much money in Canadian dollars did you (and the other household members travelling with you) spend in total, including any credit card purchases while you were outside Alberta?

WRITE IN AMOUNT HERE → \$

--	--	--	--

24 25 26 27

→ SKIP TO QU.9j

9i) How much, in total, in Canadian dollars did you (and the other household members travelling with you) spend outside Alberta while you were on that trip? Please include any credit card purchases?

WRITE IN AMOUNT HERE → \$

--	--	--	--

28 29 30 31

9j) By the way, what date did you leave home to go on this ski trip and what date did you return?

DATE LEFT	<u>32</u>	<u>34</u>
	DAY <u>31</u>	MONTH <u>25</u>
DATE RETURNED	<u>36</u>	<u>38</u>
	DAY <u>37</u>	MONTH <u>39</u>

ASK EVERYONE

10. Finally, in what way, if any, does "snow-making" affect your choice of a ski area?

40 -
41 -

BASIC DATA

Now I have some questions that will help us to group our interviews.

A. How would you classify yourself as a downhill skier? Are you a ... (READ LIST - CIRCLE ONE)

beginner ----- 1 - ~~42~~

intermediate ----- 2

advanced ----- 3

Or expert ----- 4

B. What is your occupation; that is what type of work do you do? Please describe fully.

_____ 43 -

C. What was the last grade of schooling you, yourself, completed? (DO NOT READ LIST - CIRCLE ONE ONLY)

Some or completed grade school ---- 1 - ~~44~~

Some or completed high school ----- 2

Some college or university ----- 3

Completed college or university --- 4

Post graduate ----- 5

Other post high school training --- 6

Other (SPECIFY) _____

D. Are you at present ...? (READ LIST - CIRCLE ONE)

single ----- 1 - ~~45~~

married ----- 2

widowed ----- 3

separated ----- 4

Or divorced? ----- 5

E. Is the chief wage earner in your household aged ... (READ LIST - CIRCLE ONE)

forty-four years or younger --- 1 - ~~4~~6

Or forty-five years or older ----- 2

F. Including yourself and any babies, in which age group is the youngest member of your household? (READ LIST - CIRCLE ONE)

Under six years old ----- 1 - ~~4~~7

Six to eleven years ----- 2

Twelve to seventeen years --- 3

Eighteen years or older ----- 4

G. Finally, in which of the following groups was the total household income in 1983, before taxes? (READ LIST - CIRCLE ONE ONLY)

Under \$25,000 ----- 1 - ~~4~~8

\$25,000 to \$40,000 ----- 2

Or Over \$40,000 ----- 3

H. Sex (INTERVIEWER RECORD)

Male ----- 1 - ~~4~~9

Female ---- 2

ASK AND RECORD ON TOP PAGE:

NAME

ADDRESS

POSTAL CODE

CHECK TELEPHONE #

THANK YOU VERY MUCH FOR PARTICIPATING IN THIS SURVEY!

#9079

79-

80-

ASK EVERYONE

- 7a) What were some of the reasons for your going to (SKI AREA MENTIONED IN QU.3c/3h OR QU.6b/6g) on this trip you've been telling me about? ... What else? ... Anything else?

- 42
- 43
- 44

REFER TO QU.3b/QU.3i OR QU.6a/QU.6h - IF ☐ 0 ☐ 1 IN ANY, SKIP TO QU.8

- 7b) Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

	Excellent	Good	Fair	Poor
Trip, in general? -----	1	2	3	4 - 45
Total cost of this trip? -----	1	2	3	4 - 46
Ease of accessibility from home? -----	1	2	3	4 - 47
Ease of access to ski slopes? -----	1	2	3	4 - 48
Overnight accommodation? -----	1	2	3	4 - 49
Quality of food? -----	1	2	3	4 - 50
Quality of service at the ski resort? -----	1	2	3	4 - 51
Après ski? -----	1	2	3	4 - 52
Ski town itself? -----	1	2	3	4 - 53
Scenery? -----	1	2	3	4 - 54
Fun, excitement and enjoyment? -----	1	2	3	4 - 55
Snow conditions? -----	1	2	3	4 - 56
Quality of ski run grooming? -----	1	2	3	4 - 57
Variety of ski runs for you? -----	1	2	3	4 - 58
Number of skiers on the hill today? -----	1	2	3	4 - 59
Day lodge capacity? -----	1	2	3	4 - 60
Lift line ups? -----	1	2	3	4 - 61
Weather conditions? -----	1	2	3	4 - 62

ASK "ONE" DAY SKIERS ONLY

SKIP TO INSTRUCTION BEFORE QU.9a

8. Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

	Excellent	Good	Fair	Poor
Trip, in general? -----	1	2	3	4 - 63
Total cost of this trip? -----	1	2	3	4 - 64
Ease of accessibility from home? -----	1	2	3	4 - 65
Quality of food? -----	1	2	3	4 - 66
Quality of service at the ski resort? -----	1	2	3	4 - 67
Scenery? -----	1	2	3	4 - 68
Fun, excitement and enjoyment? -----	1	2	3	4 - 69
Snow conditions? -----	1	2	3	4 - 70
Quality of ski run grooming? -----	1	2	3	4 - 71
Variety of ski runs for you? -----	1	2	3	4 - 72
Number of skiers on the hill? -----	1	2	3	4 - 73
Day lodge capacity? -----	1	2	3	4 - 74
Lift line ups? -----	1	2	3	4 - 75
Weather conditions? -----	1	2	3	4 - 76

#9079

79-1
80-3

REFER TO QU.3c OR QU.6b IF ONLY ALBERTA SKI AREAS MENTIONED, ASK QU.9a - ALL OTHERS SKIP TO INSTRUCTIONS BEFORE QU.9b

9a) Since the beginning of the nineteen eighty-three - eighty-four season, have you done any skiing downhill outside of Alberta, or not?

Yes ----- 1 -5

No ----- 2 → SKIP TO QU.10

IF "LAST TRIP" WAS AT AN ALBERTA SKI AREA, ASK QU.9b, OTHERWISE SKIP TO QU.10.

9b) At which ski area outside Alberta were you most recently?

WRITE IN NAME →

6-
7-
8-
9-
10-

9c) Thinking of just that trip, on how many days were you skiing at (SKI AREA)?

WRITE IN NUMBER →

--	--

11-
12-

9d) How many other people from your own household, if any, were skiing with you on that trip?

WRITE IN NUMBER →

--	--

13
14

9e) Was it a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

Yes ----- 1 -15

No ----- 2 → SKIP TO QU.9i

9f) What is the name of that tour package?

WRITE IN →

16-
17-
18-

9g) In total, how much in Canadian dollars did the tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE →

\$					
----	--	--	--	--	--

19 20 21 22 23

9h) Not including those things covered in your tour package, how much money in Canadian dollars did you (and the other household members travelling with you) spend in total, including any credit card purchases while you were outside Alberta?

WRITE IN AMOUNT HERE →

\$				
----	--	--	--	--

24 25 26 27

→ SKIP TO QU.9j

9i) How much, in total, in Canadian dollars did you (and the other household members travelling with you) spend outside Alberta while you were on that trip? Please include any credit card purchases?

WRITE IN AMOUNT HERE →

\$				
----	--	--	--	--

28 29 30 31

9j) By the way, what date did you leave home to go on this ski trip and what date did you return?

DATE LEFT	<u>32</u>	<u>34</u>
	DAY	MONTH
DATE RETURNED	<u>36</u>	<u>38</u>
	DAY	MONTH

ASK EVERYONE

10. Finally, in what way, if any, does "snow-making" affect your choice of a ski area?

40 -
41 -

BASIC DATA

Now I have some questions that will help us to group our interviews.

A. How would you classify yourself as a downhill skier? Are you a ... (READ LIST - CIRCLE ONE)

- beginner ----- 1 - 42
- intermediate ----- 2
- advanced ----- 3
- Or expert ----- 4

B. What is your occupation; that is what type of work do you do? Please describe fully.

_____ 43 -

C. What was the last grade of schooling you, yourself, completed? (DO NOT READ LIST - CIRCLE ONE ONLY)

- Some or completed grade school ---- 1 - 44
- Some or completed high school ----- 2
- Some college or university ----- 3
- Completed college or university --- 4
- Post graduate ----- 5
- Other post high school training --- 6
- Other (SPECIFY) _____

D. Are you at present ...? (READ LIST - CIRCLE ONE)

- single ----- 1 - 45
- married ----- 2
- widowed ----- 3
- separated ----- 4
- Or divorced? ----- 5

E. Is the chief wage earner in your household aged ... (READ LIST - CIRCLE ONE)

forty-four years or younger --- 1 - ~~46~~

Or forty-five years or older ----- 2

F. Including yourself and any babies, in which age group is the youngest member of your household? (READ LIST - CIRCLE ONE)

Under six years old ----- 1 - ~~47~~

Six to eleven years ----- 2

Twelve to seventeen years --- 3

Eighteen years or older ----- 4

G. Finally, in which of the following groups was the total household income in 1983, before taxes? (READ LIST - CIRCLE ONE ONLY)

Under \$25,000 ----- 1 - ~~48~~

\$25,000 to \$40,000 ----- 2

Or Over \$40,000 ----- 3

H. Sex (INTERVIEWER RECORD)

Male ----- 1 - ~~49~~

Female ---- 2

ASK AND RECORD ON TOP PAGE:

NAME

ADDRESS

POSTAL CODE

CHECK TELEPHONE #

THANK YOU VERY MUCH FOR PARTICIPATING IN THIS SURVEY!

#9079

79-1
80-4

RE-INTRODUCE YOURSELF IF NECESSARY

2a) Before we begin, in which of the following age groups are you? (READ LIST - CIRCLE ONE ONLY)

- Under twelve years ----- 1 → TERMINATE AND RECORD
- Twelve to seventeen years ----- 2
- Eighteen to twenty-four years ----- 3
- Twenty-five to twenty-nine years ----- 4
- Thirty to thirty-four years ----- 5
- Thirty-five to thirty-nine years ----- 6
- Forty to forty-four years ----- 7
- Forty-five to forty-nine years ----- 8
- Fifty to fifty-four years ----- 9
- Fifty-five and over ----- 0

IF RESPONDENT IS NOT PERSON YOU TALKED TO FIRST, ASK QU.2b. OTHERWISE SKIP TO QU.2c

2b) Have you, yourself, done any downhill skiing since the beginning of this season, or not?

- Yes ----- 1-28
- No ----- 2 → TERMINATE AND RECORD

2c) Since the beginning of this season, how much money, if any, have you, yourself, spent on ski clothing in Alberta?

WRITE IN AMOUNT HERE → \$

--	--	--	--

29 30 31 32

2d) Also since the beginning of this season, how much money, if any, have you, yourself, spent on ski equipment in Alberta?

WRITE IN AMOUNT HERE → \$

--	--	--	--

33 34 35 36

3a1] Since the Christmas-New Year holiday period, but before February 6th, did you do any downhill skiing, or not?

- Yes ----- 3 → SKIP TO PINK QUESTIONNAIRE
- No ----- 4

3a2] During the Christmas-New Year holiday period, did you do any downhill skiing, or not?

- Yes ----- 1-37
 - No ----- 2 → SKIP TO QU.6a
-] IN WHITE QUESTIONNAIRE

3b) On how many different days since the Christmas-New Year holiday period up to February 6th did you do any downhill skiing? CD 3

WRITE IN NUMBER HERE →

--	--

 DAY(S)

3c) Thinking just of (that/those) (NUMBER MENTIONED IN QU.3b) day(s), at which ski area(s) did you do any downhill skiing? (DO NOT READ - CIRCLE AS MANY AS MENTIONED)

ALBERTA	QU.3c Areas skied	QU.3d Number of days skied	QU.3e Weekday	QU.3e Weekend						
Canyon Ski Area -----	1	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 1			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 1			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 1		
Cypress -----	2	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 2			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 2			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 2		
Drayton Valley -----	3	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 3			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 3			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 3		
Edmonton Ski Club -----	4	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 4			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 4			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 4		
Fairview -----	5	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 5			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 5			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 5		
Fortress Mountain -----	6	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 6			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 6			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 6		
Grande Prairie -----	7	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 7			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 7			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 7		
Kinosoo Ridge -----	8	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 8			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 8			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 8		
Lake Eden Resort -----	9	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 9			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 9			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 9		
Lake Louise -----	0	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 0			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 0			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 0		
Long Lake -----	X	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> X			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> X			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> X		
Marmot Basin -----	V	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> V			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> V			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> V		
Mt. Norquay -----	1	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 1			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 1			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 1		
Paskapoo -----	2	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 2			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 2			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 2		
Rabbit Hill -----	3	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 3			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 3			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 3		
Silver Summit -----	4	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 4			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 4			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 4		
Sunshine Village -----	5	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 5			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 5			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 5		
Swan Ridge -----	6	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 6			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 6			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 6		
Swiss Valley -----	7	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 7			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 7			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 7		
Tawatinaw Valley -----	8	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 8			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 8			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 8		
Westcastle -----	9	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 9			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 9			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 9		
Other Alberta (SPECIFY) _____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 47			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 47			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 47		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 48			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 48			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 48		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 49			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 49			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 49		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 50			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 50			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 50		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 51			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 51			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 51		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 52			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 52			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 52		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 53			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 53			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 53		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 54			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 54			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 54		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 55			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 55			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 55		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 56			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 56			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 56		
B.C. (SPECIFY) _____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 57			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 57			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 57		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 58			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 58			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 58		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 59			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 59			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 59		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 60			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 60			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 60		
U.S. (SPECIFY) _____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 61			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 61			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 61		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 62			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 62			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 62		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 63			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 63			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 63		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 64			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 64			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 64		
Other (SPECIFY) _____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 65			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 65			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 65		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 66			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 66			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 66		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 67			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 67			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 67		
_____		<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 68			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 68			<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 68		

IF ONLY "ONE" DAY IN QU.3b SKIP TO QU.3j.

IF MORE THAN ONE AREA MENTIONED IN QU.3c, ASK QU.3d FOR EACH AREA. OTHERWISE SKIP TO QU.3e.

3d) On how many of those (NUMBER IN QU.3b) did you ski at (SKI AREA)? (RECORD NUMBER)

FOR EACH AREA MENTIONED IN QU.3c, ASK:

3e) When you were skiing at (SKI AREA), how many of these days, if any, were on a weekday from Monday to Friday and how many were on a weekend? (WRITE IN NUMBER)

79-0	79-0	79-0	79-0
80-3	80-4	80-5	80-6

3f) Were these ski days during this period ... (READ LIST - CIRCLE ONE ONLY)

all one trip away from home ----- 1 ⁻⁵ → SKIP TO QU.31

Or more than one trip from home ----- 2

IF ONE TRIP IN QU.3f AND MORE THAN ONE AREA IN QU.3c, SKIP TO QU.3L.

IF MORE THAN ONE TRIP IN QU.3f AND ONLY ONE AREA IN QU.3c, SKIP TO QU.31.

3g) Of these occasions, I'd like you to think about the last trip you made since the end of the holiday period and February 6th. It may have been just for a couple of hours or for a few days, but I need to know about the last outing. To which ski area did you go?

WRITE IN NAME → _____

6
7
8
9
10

IF NECESSARY ASK QU.3h. OTHERWISE INTERVIEWER COMPLETE.

3h) In which province or state is that ski area located? (DO NOT READ LIST - CIRCLE ONE)

Alberta ----- 1 ⁻¹¹

B.C. ----- 2

California ----- 3

Colorado ----- 4

Idaho ----- 5

Montana ----- 6

Other (SPECIFY) _____

3i) Thinking just of that/the last trip during that period, how many days did you ski there?

WRITE IN NUMBER →

12	13
----	----

IF MORE THAN 01
SKIP TO QU.3L

3j) Was this on a ... (READ LIST - CIRCLE ONE)

weekday from Monday to Friday- 1 ⁻¹⁴

Or a weekend? ----- 2

3k) What was the date of that outing?

WRITE IN →

DAY MONTH

15 16 17 18 → SKIP TO QU.4a

3L) What date did you leave home and what date did you return home?

WRITE IN →

DATE LEFT HOME	DAY	MONTH
	19 20	21 22
DATE RETURNED	DAY	MONTH
	23 24	25 26

3m) On that occasion, did you stay ... (READ LIST - CIRCLE ONE)

at the home of friends or relatives ----- 1 ⁻²⁷

at a hotel, motel or lodge ----- 2

at a guest house or hostel ----- 3

at your own cottage or condominium ----- 4

at a campsite ----- 5

Or just where did you stay (SPECIFY) _____

4a) How many other people from your own household, if any, were skiing with you on that trip?

WRITE IN NUMBER HERE →

--	--

 28
29

4b) Which of the following did you use on that trip? (READ LIST - CIRCLE AS MANY AS MENTIONED)

Air ----- 1-30
Private car ----- 2
Rental car ----- 3
Train ----- 4
Scheduled bus ----- 5
Chartered bus ----- 6
Taxi ----- 7

Or Just what (SPECIFY) _____

4c) Were you on a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

Yes ----- 1 -31
No ----- 2 → SKIP TO QU.5

4d) What is the name of that tour package?

WRITE IN → _____ 32-
33-
34-

4e) In total, how much did the tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE → \$

--	--	--	--	--

 35 36 37 38 39

4f) Not including those things covered in your tour package, how much did you (and the other household members travelling with you) spend in total (while you were outside Alberta), including any credit card purchases, on ... (READ EACH ITEM SEPARATELY AND RECORD AMOUNT)

Meals and refreshments? ----- \$

--	--	--

 40
41
42

Accommodation or lodging? ----- \$

--	--	--

 43
44
45

Car expenses, including gas, oil, and any maintenance or repair? ----- \$

--	--	--

 46
47
48

Any other transportation while in the area? --- \$

--	--	--

 49
50
51

Ski equipment and clothing? ----- \$

--	--	--

 52
53
54

Lift tickets? ----- \$

--	--	--

 55
56
57

Ski equipment rental? ----- \$

--	--	--

 58
59
60

Ski school lessons? ----- \$

--	--	--

 61
62
63

Recreation and entertainment including apres ski? ----- \$

--	--	--

 64
65
66

Any other expenses? ----- \$

--	--	--

 67
68 → SKIP TO QU.6

5. Including any credit card purchases, how much did you (and other household members travelling with you) spend, in total (while you were outside Alberta), on ...
(READ EACH ITEM SEPARATELY AND RECORD AMOUNT)

Meals and refreshments? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	5
						8
Accommodation or lodging? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	7
						12
Car expenses, including gas, oil, and any maintenance or repair? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	13
						16
Any other transportation while in the area? ---	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	17
						20
Ski equipment and clothing? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	21
						23
Lift tickets? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	24
						26
Ski equipment rental? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	27
						29
Ski school lessons? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	30
						32
Recreation and entertainment including apres ski? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	33
						35
Any other expenses? -----	\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	36
						38

SKIP TO
QU.6

39-41
842.

ASK EVERYONE

6. What were some of the reasons for your going to (SKI AREA MENTIONED IN QU.3c/3h) on this trip you've been telling me about? ... What else? ... Anything else?

- 42
- 43
- 44

REFER TO QU.3b/QU.3i - IF 0 1 IN ANY, SKIP TO QU.8

7. Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

	Excellent	Good	Fair	Poor
Trip, in general? -----	1	2	3	4 - 45
Total cost of this trip? -----	1	2	3	4 - 46
Ease of accessibility from home? -----	1	2	3	4 - 47
Ease of access to ski slopes? -----	1	2	3	4 - 48
Overnight accommodation? -----	1	2	3	4 - 49
Quality of food? -----	1	2	3	4 - 50
Quality of service at the ski resort? -----	1	2	3	4 - 51
Après ski? -----	1	2	3	4 - 52
Ski town itself? -----	1	2	3	4 - 53
Scenery? -----	1	2	3	4 - 54
Fun, excitement and enjoyment? -----	1	2	3	4 - 55
Snow conditions? -----	1	2	3	4 - 56
Quality of ski run grooming? -----	1	2	3	4 - 57
Variety of ski runs for you? -----	1	2	3	4 - 58
Number of skiers on the hill today? -----	1	2	3	4 - 59
Day lodge capacity? -----	1	2	3	4 - 60
Lift line ups? -----	1	2	3	4 - 61
Weather conditions? -----	1	2	3	4 - 62

ASK "ONE" DAY SKIERS ONLY

SKIP TO INSTRUCTION BEFORE QU.9a

8. Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

	Excellent	Good	Fair	Poor
Trip, in general? -----	1	2	3	4 - 63
Total cost of this trip? -----	1	2	3	4 - 64
Ease of accessibility from home? -----	1	2	3	4 - 65
Quality of food? -----	1	2	3	4 - 66
Quality of service at the ski resort? -----	1	2	3	4 - 67
Scenery? -----	1	2	3	4 - 68
Fun, excitement and enjoyment? -----	1	2	3	4 - 69
Snow conditions? -----	1	2	3	4 - 70
Quality of ski run grooming? -----	1	2	3	4 - 71
Variety of ski runs for you? -----	1	2	3	4 - 72
Number of skiers on the hill? -----	1	2	3	4 - 73
Day lodge capacity? -----	1	2	3	4 - 74
Lift line ups? -----	1	2	3	4 - 75
Weather conditions? -----	1	2	3	4 - 76

#9079

770
80-8

REFER TO QU.3c IF ONLY ALBERTA SKI AREAS MENTIONED, ASK QU.9a - ALL OTHERS SKIP TO INSTRUCTIONS BEFORE QU.9b

9a) Since the beginning of the nineteen eighty-three - eighty-four season, have you done any skiing downhill outside of Alberta, or not?

Yes ----- 1 -5

No ----- 2 → SKIP TO QU.10

IF "LAST TRIP" WAS AT AN ALBERTA SKI AREA, ASK QU.9b, OTHERWISE SKIP TO QU.10.

9b) At which ski area outside Alberta were you most recently?

WRITE IN NAME →

6-
7-
8-
9-
10-

9c) Thinking of just that trip, on how many days were you skiing at (SKI AREA)?

WRITE IN NUMBER →

--	--

11-
12-

9d) How many other people from your own household, if any, were skiing with you on that trip?

WRITE IN NUMBER →

--	--

13
14

9e) Was it a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

Yes ----- 1 -15

No ----- 2 → SKIP TO QU.9i

9f) What is the name of that tour package?

WRITE IN →

16-
17-
18-

9g) In total, how much in Canadian dollars did the tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE →

\$				
----	--	--	--	--

19 20 21 22 23

9h) Not including those things covered in your tour package, how much money in Canadian dollars did you (and the other household members travelling with you) spend in total, including any credit card purchases while you were outside Alberta?

WRITE IN AMOUNT HERE →

\$				
----	--	--	--	--

24 25 26 27

→ SKIP TO QU.9j

9i) How much, in total, in Canadian dollars did you (and the other household members travelling with you) spend outside Alberta while you were on that trip? Please include any credit card purchases?

WRITE IN AMOUNT HERE →

\$				
----	--	--	--	--

28 29 30 31

9j) By the way, what date did you leave home to go on this ski trip and what date did you return?

DATE LEFT	<u>32</u>	<u>34</u>
	DAY	MONTH
DATE RETURNED	<u>36</u>	<u>38</u>
	DAY	MONTH

ASK EVERYONE

10. Finally, in what way, if any, does "snow-making" affect your choice of a ski area?

40 -
41 -

BASIC DATA

Now I have some questions that will help us to group our interviews.

A. How would you classify yourself as a downhill skier? Are you a ... (READ LIST - CIRCLE ONE)

- beginner ----- 1 - ~~42~~
- intermediate ----- 2
- advanced ----- 3
- Or expert ----- 4

B. What is your occupation; that is what type of work do you do? Please describe fully.

_____ 43 -

C. What was the last grade of schooling you, yourself, completed? (DO NOT READ LIST - CIRCLE ONE ONLY)

- Some or completed grade school ---- 1 - ~~44~~
- Some or completed high school ----- 2
- Some college or university ----- 3
- Completed college or university --- 4
- Post graduate ----- 5
- Other post high school training --- 6
- Other (SPECIFY) _____

D. Are you at present ...? (READ LIST - CIRCLE ONE)

- single ----- 1 - ~~45~~
- married ----- 2
- widowed ----- 3
- separated ----- 4
- Or divorced? ----- 5

E. Is the chief wage earner in your household aged ... (READ LIST - CIRCLE ONE)

forty-four years or younger --- 1 - ~~46~~

Or forty-five years or older ----- 2

F. Including yourself and any babies, in which age group is the youngest member of your household? (READ LIST - CIRCLE ONE)

Under six years old ----- 1 - ~~47~~

Six to eleven years ----- 2

Twelve to seventeen years --- 3

Eighteen years or older ----- 4

G. Finally, in which of the following groups was the total household income in 1983, before taxes? (READ LIST - CIRCLE ONE ONLY)

Under \$25,000 ----- 1 - ~~48~~

\$25,000 to \$40,000 ----- 2

Or Over \$40,000 ----- 3

H. Sex (INTERVIEWER RECORD)

Male ----- 1 - ~~49~~

Female ---- 2

ASK AND RECORD ON TOP PAGE:

NAME

ADDRESS

POSTAL CODE

CHECK TELEPHONE #

THANK YOU VERY MUCH FOR PARTICIPATING IN THIS SURVEY!

#9079

79-1
80-7

ASK EVERYONE

7a) What were some of the reasons for your going to (SKI AREA MENTIONED IN QU.3c/3h OR QU.6b/6g) on this trip you've been telling me about? ... What else? ... Anything else?

- 42
- 43
- 44

REFER TO QU.3b/QU.3i OR QU.6a/QU.6h - IF 0 1 IN ANY, SKIP TO QU.8

7b) Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
Trip, in general? ----- 1	2	3	4 - 45	
Total cost of this trip? ----- 1	2	3	4 - 46	
Ease of accessibility from home? ----- 1	2	3	4 - 47	
Ease of access to ski slopes? ----- 1	2	3	4 - 48	
Overnight accommodation? ----- 1	2	3	4 - 49	
Quality of food? ----- 1	2	3	4 - 50	
Quality of service at the ski resort? ----- 1	2	3	4 - 51	
Après ski? ----- 1	2	3	4 - 52	
Ski town itself? ----- 1	2	3	4 - 53	
Scenery? ----- 1	2	3	4 - 54	
Fun, excitement and enjoyment? ----- 1	2	3	4 - 55	
Snow conditions? ----- 1	2	3	4 - 56	
Quality of ski run grooming? ----- 1	2	3	4 - 57	
Variety of ski runs for you? ----- 1	2	3	4 - 58	
Number of skiers on the hill today? ----- 1	2	3	4 - 59	
Day lodge capacity? ----- 1	2	3	4 - 60	
Lift line ups? ----- 1	2	3	4 - 61	
Weather conditions? ----- 1	2	3	4 - 62	

ASK "ONE" DAY SKIERS ONLY

SKIP TO INSTRUCTION BEFORE QU.9a

8. Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
Trip, in general? -----	1	2	3	4-63
Total cost of this trip? -----	1	2	3	4-64
Ease of accessibility from home? -----	1	2	3	4-65
Quality of food? -----	1	2	3	4-66
Quality of service at the ski resort? -----	1	2	3	4-67
Scenery? -----	1	2	3	4-68
Fun, excitement and enjoyment? -----	1	2	3	4-69
Snow conditions? -----	1	2	3	4-70
Quality of ski run grooming? -----	1	2	3	4-71
Variety of ski runs for you? -----	1	2	3	4-72
Number of skiers on the hill? -----	1	2	3	4-73
Day lodge capacity? -----	1	2	3	4-74
Lift line ups? -----	1	2	3	4-75
Weather conditions? -----	1	2	3	4-76

#9079

77-1
80-3

REFER TO QU.3c OR QU.6b IF ONLY ALBERTA SKI AREAS MENTIONED, ASK QU.9a - ALL OTHERS SKIP TO INSTRUCTIONS BEFORE QU.9b

9a) Since the beginning of the nineteen eighty-three - eighty-four season, have you done any skiing downhill outside of Alberta, or not?

Yes ----- 1 -5

No ----- 2 → SKIP TO QU.10

IF "LAST TRIP" WAS AT AN ALBERTA SKI AREA, ASK QU.9b, OTHERWISE SKIP TO QU.10.

9b) At which ski area outside Alberta were you most recently?

WRITE IN NAME →

6-
7-
8-
9-
10-

9c) Thinking of just that trip, on how many days were you skiing at (SKI AREA)?

WRITE IN NUMBER →

--	--

11-
12-

9d) How many other people from your own household, if any, were skiing with you on that trip?

WRITE IN NUMBER →

--	--

13
14

9e) Was it a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

Yes ----- 1 -15

No ----- 2 → SKIP TO QU.9i

9f) What is the name of that tour package?

WRITE IN →

16-
17-
18-

9g) In total, how much in Canadian dollars did the tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE →

\$					
----	--	--	--	--	--

19 20 21 22 23

9h) Not including those things covered in your tour package, how much money in Canadian dollars did you (and the other household members travelling with you) spend in total, including any credit card purchases while you were outside Alberta?

WRITE IN AMOUNT HERE →

\$					
----	--	--	--	--	--

24 25 26 27

→ SKIP TO QU.9j

9i) How much, in total, in Canadian dollars did you (and the other household members travelling with you) spend outside Alberta while you were on that trip? Please include any credit card purchases?

WRITE IN AMOUNT HERE →

\$					
----	--	--	--	--	--

28 29 30 31

9j) By the way, what date did you leave home to go on this ski trip and what date did you return?

DATE LEFT	<u>32</u>	<u>34</u>
	DAY <u>33</u>	MONTH <u>35</u>
DATE RETURNED	<u>36</u>	<u>38</u>
	DAY <u>37</u>	MONTH <u>39</u>

ASK EVERYONE

10. Finally, in what way, if any, does "snow-making" affect your choice of a ski area?

40 -
41 -

BASIC DATA

Now I have some questions that will help us to group our interviews.

A. How would you classify yourself as a downhill skier? Are you a ... (READ LIST - CIRCLE ONE)

beginner ----- 1 - 42

intermediate ----- 2

advanced ----- 3

Or expert ----- 4

B. What is your occupation; that is what type of work do you do? Please describe fully.

_____ 43 -

C. What was the last grade of schooling you, yourself, completed? (DO NOT READ LIST - CIRCLE ONE ONLY)

Some or completed grade school ---- 1 - 44

Some or completed high school ----- 2

Some college or university ----- 3

Completed college or university --- 4

Post graduate ----- 5

Other post high school training --- 6

Other (SPECIFY) _____

D. Are you at present ...? (READ LIST - CIRCLE ONE)

single ----- 1 - 45

married ----- 2

widowed ----- 3

separated ----- 4

Or divorced? ----- 5

E. Is the chief wage earner in your household aged ... (READ LIST - CIRCLE ONE)

forty-four years or younger --- 1 -46

Or forty-five years or older ----- 2

F. Including yourself and any babies, in which age group is the youngest member of your household? (READ LIST - CIRCLE ONE)

Under six years old ----- 1 -47

Six to eleven years ----- 2

Twelve to seventeen years --- 3

Eighteen years or older ----- 4

G. Finally, in which of the following groups was the total household income in 1983, before taxes? (READ LIST - CIRCLE ONE ONLY)

Under \$25,000 ----- 1 -48

\$25,000 to \$40,000 ----- 2

Or Over \$40,000 ----- 3

H. Sex (INTERVIEWER RECORD)

Male ----- 1 -49

Female ---- 2

ASK AND RECORD ON TOP PAGE:

NAME

ADDRESS

POSTAL CODE

CHECK TELEPHONE #

THANK YOU VERY MUCH FOR PARTICIPATING IN THIS SURVEY!

#9079

79-1
80-4

MR. <input type="checkbox"/>			PHONE <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5-7
MRS. <input type="checkbox"/>			#:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
MS. <input type="checkbox"/>			FIRST NAME	SURNAME		AREA CODE				
MISS <input type="checkbox"/>			ADDRESS:		DATE:					
			CENTRE:		SITE:		LAKE LOUISE ----- 1 ¹⁸			
							MARMOT ----- 2			
			PROVINCE/STATE:				MT. NORQUAY ----- 3			
							SUNSHINE ----- 4			
			COUNTRY:		CANADA ----- 1 ⁹		LOCATION OF INTERVIEW:			
			U.S. ----- 2				MAZE ----- 1 ¹²			
			JAPAN ----- 3				CABLE CAR ----- 2			
			OTHER (SPECIFY) _____				LOWER AREA ----- 3			
							UPPER AREA ----- 4			
			TIME STARTED: _____		<input type="checkbox"/> a.m. <input type="checkbox"/> p.m. 10		RESTAURANT ----- 5			
							TICKET AREA ----- 6			
			TIME FINISHED: _____		<input type="checkbox"/> a.m. 11 <input type="checkbox"/> p.m.		HOTEL ----- 7			
							OTHER (SPECIFY) _____			
			QUOTAS:		WEEKDAY ----- 1 ¹³		HOLIDAY ----- 1 ¹⁴			
			WEEKEND ----- 2				EARLY WINTER ----- 2			
							LATE WINTER ----- 3			
							SPRING ----- 4			
							NAME OF SUPERVISOR _____			

"I hereby certify that this interview was conducted according to the questionnaire and instructions for this study and that answers recorded are as given to me by this respondent.

I also realize that a proportion of my work will be checked back with the respondent for verification."

(Interviewer's Signature)

INTRODUCTION

Good _____. I am _____. We are conducting a survey on behalf of Travel Alberta and would like to include you in it. (IF INTERVIEWING HAS BEEN CONDUCTED IN AREA EARLIER IN WEEK OR WEEK BEFORE, ASK:) Have you been interviewed while you've been skiing in the (Banff-Lake Louise/Jasper) area or not?

Yes ----- 1 → THANK, TERMINATE
AND RECORD

No ----- 2 → CONTINUE

1a) Before we begin, I'd just like to confirm a couple of things. Do you ... (READ LIST - CIRCLE ONE ONLY)

I live in Alberta at the present time ----- 1 → TERMINATE AND RECORD

Or I live outside the province ----- 2

1b) In which of these age groups are you? (SHOW LIST) Just tell me the letter.

X Under 12 -- 1¹⁵ → TERMINATE AND
R 12 - 17 --- 2 RECORD
N 18 - 24 --- 3
W 25 - 29 --- 4
F 30 - 34 --- 5

H 35 - 39 ---- 6
Q 40 - 44 ---- 7
G 45 - 49 ---- 8
A 50 - 54 ---- 9
L 55+ ----- 0

2a) Is this trip your first visit to an Alberta ski area, or not?

Yes ----- 1

No ----- 2⁻¹⁶

2b) Is the MAIN purpose of this visit ... (READ LIST - CIRCLE ONE)

- to take a ski vacation? ----- 1⁻¹⁷
Or is the skiing combined with visiting friends
 or relatives? ----- 2
 with a convention? ----- 3
 with other business? ----- 4
Or with something else? ----- 5

3a) Altogether, how many days are you planning to spend in the (Banff-Lake Louise/
Jasper) area?

WRITE IN NUMBER →

--	--

¹⁸
₁₉

3b) How many of these days, if any, are ... (READ LIST - RECORD NUMBER)

on a weekday from Monday to Friday -----

--	--

²⁰
₂₁

AND how many are on a weekend -----

--	--

²²
₂₃

3c) On this trip, are you staying ... (READ LIST - CIRCLE ONE)

- at the home of friends or relatives -- 1⁻²⁴ Or just where are you staying (SPECIFY)
 at a hotel, motel or lodge ----- 2
 at a guest house or hostel ----- 3
 at your own cottage or condominium --- 4
 at a campsite ----- 5

3d) How many other people from your own household, if any, are skiing with you on this trip?

WRITE IN NUMBER HERE →

--	--

²⁵
₂₆

3e) In coming to Alberta which of the following did you use? (READ LIST - CIRCLE AS MANY AS MENTIONED)

- Air ----- 1⁻²⁷ Or Just what (SPECIFY)
 Private car ----- 2
 Rental car ----- 3
 Train ----- 4
 Scheduled bus ----- 5
 Chartered bus ----- 6
 Taxi ----- 7

4a) Are you on a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

Yes ----- 1⁻²⁸
 No ----- 2 → SKIP TO QU.5a

4b) What is the name of that tour package? WRITE IN → _____

4c) In total, how much did this tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE → \$

--	--	--	--	--

_{29 30 31 32 33}

4d) Is that amount ... (READ LIST - CIRCLE ONE)

- in Canadian dollars? ----- 1⁻³⁴ Or which currency (SPECIFY)
 in U.S. dollars? ----- 2

- 4e) Apart from that amount, how much money do you (and your household members travelling with you) expect to spend on this trip, in total? Please include any accommodation and food costs, lift tickets, equipment rentals, ski school, apres ski, transportation to and from the hill, souvenirs and gifts, and any credit card purchases.

WRITE IN AMOUNT HERE → \$ → SKIP TO QU.6a
35 36 37 38

- 5a) What expenses did you incur in Alberta on transportation to get to where you are staying here?

WRITE IN AMOUNT HERE → \$
39 40 41 42

- 5b) And apart from that amount, how much money do you (and your household members travelling with you) expect to spend on this trip, in total? Please include accommodation and food costs, lift tickets, equipment rentals, ski school, apres ski, transportation to and from the hill, souvenirs and gifts, and any credit card purchases.

WRITE IN AMOUNT HERE → \$
43 44 45 46

- 6a) On this trip, what other ski areas, if any, have you skied? ... Any others?

(WRITE IN NAME(S))

QU.6a	QU.6b	QU.6c						
Area skied	Number of days skied	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
--- 7	<input type="text"/> <input type="text"/>	1	2	3	4	5	6	7 -50
	<input type="text"/> <input type="text"/>	1	2	3	4	5	6	7 -53
	<input type="text"/> <input type="text"/>	1	2	3	4	5	6	7 -56
	<input type="text"/> <input type="text"/>	1	2	3	4	5	6	7 -59
No others skied --- [] 0 → SKIP TO QU.7a								

FOR EACH AREA MENTIONED IN QU.6a ASK:

- 6b) In total, on how many days did you ski at (AREA)? (RECORD NUMBER)

- 6c) On which day/days of the week did you ski at (AREA)? (CIRCLE AS MANY AS MENTIONED)

- 7a) What were some of the reasons for your coming to ski in the (Banff-Lake Louise/Jasper) area? ... What else? ... Anything else?

- 7b) Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

	Excellent	Good	Fair	Poor
Trip, in general? -----	1	2	3	4 -62
Total cost of this trip? -----	1	2	3	4 -63
Ease of accessibility from home? -----	1	2	3	4 -64
Ease of access to ski slopes? -----	1	2	3	4 -65
Overnight accommodation? -----	1	2	3	4 -66
Quality of food? -----	1	2	3	4 -67
Quality of service at the ski resort? -----	1	2	3	4 -68
Après ski? -----	1	2	3	4 -69
Ski town itself? -----	1	2	3	4 -70
Scenery? -----	1	2	3	4 -71
Fun, excitement and enjoyment? -----	1	2	3	4 -72
Snow conditions? -----	1	2	3	4 -73
Quality of ski run grooming? -----	1	2	3	4 -74
Variety of ski runs for you? -----	1	2	3	4 -75
Number of skiers on the hill today? -----	1	2	3	4 -76
Day lodge capacity? -----	1	2	3	4 -77
Lift line ups? -----	1	2	3	4 -78
Weather conditions? -----	1			

79-
80-1

7c) In what way, if any, does "snow-making" affect your choice of a ski area?

5-
6-

BASIC DATA

Finally I have some questions that will help us to group our interviews.

A. How would you classify yourself as a downhill skier? Are you a ... (READ LIST - CIRCLE ONE)

beginner ----- 1-7 advanced ----- 3
intermediate ----- 2 Or expert ----- 4

B. What is your occupation; that is what type of work do you do? (PLEASE DESCRIBE FULLY)

8

C. What was the last grade of schooling you, yourself, completed? (DO NOT READ LIST - CIRCLE ONE ONLY)

Some or completed grade school ---- 1-7 Other post high school training- 6
Some or completed high school ---- 2 Other (SPECIFY)
Some college or university ----- 3
Completed college or university --- 4
Post graduate ----- 5

D. Are you at present ...? (READ LIST - CIRCLE ONE)

single ----- 1-10 separated ----- 4
married ----- 2 Or divorced? ----- 5
widowed ----- 3

E. Is the chief wage earner in your household aged ... (READ LIST - CIRCLE ONE)

forty-four years or younger -- 1-11
Or forty-five years or older ---- 2

F. Including yourself and any babies, in which age group is the youngest member of your household? (READ LIST - CIRCLE ONE)

Under six years old ----- 1-12 Twelve to seventeen years ---- 3
Six to eleven years ----- 2 Eighteen years or older ----- 4

G. Also including yourself and any babies, how many people in total are living in your household at the present time?

WRITE IN NUMBER HERE →

H. Finally, in which of the following groups was the total household income in 1983, before taxes? (SHOW LIST) Just tell me the letter. (CIRCLE ONE)

L Under \$25,000 ----- 1-15
R \$25,000 - \$40,000 ----- 2
Or N Over \$40,000 ----- 3

I. Sex (INTERVIEWER RECORD)

Male ----- 1-16
Female ----- 2

ASK AND RECORD ON TOP PAGE:

NAME
ADDRESS
COUNTRY OF RESIDENCE
TELEPHONE NUMBER

ALSO RECORD:

SITE
LOCATION OF INTERVIEW
TIME STARTED AND FINISHED
QUOTAS
SIGN THE QUESTIONNAIRE

79-0
80-2

#9079

THANK YOU VERY MUCH FOR PARTICIPATING IN THIS SURVEY!

CARD

L UNDER \$25,000

R \$25,000 - \$40,000

N OVER \$40,000

